

NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

JACK TRACY
ROOM 320

2-X-H

ROBERT W. SARNOFF OPENS \$8,750,000 DRIVE

IN WASHINGTON FOR UNITED GIVERS FUND

NBC Chairman Is Principal Speaker at Campaign Dinner

FOR RELEASE FRIDAY A.M., OCT. 2

WASHINGTON, Oct. 1 - Launching the \$8,750,000 drive in the Washington area tonight for the United Givers Fund, Robert W. Sarnoff said that "whether at a frontier barn-raising or in modern fund-raising, we have been aware at the most practical level that we are our brothers' keepers."

The NBC Board Chairman was the principal speaker before an audience of more than 800 volunteer workers at a "Kickoff Dinner" held at the International Inn. The United Givers Fund drive, supporting the activities of 143 health, welfare and recreation agencies, enlists the services of 45,000 volunteer workers whose goal is the raising of \$8,750,000 between now and Nov. 17.

Mr. Sarnoff is National Fund Co-Chairman of the American Red Cross, which is the largest single participating agency in the drive.

Mr. Sarnoff pointed out that "your success here will serve as an example and encouragement to other communities across the country." He added that the local campaign will also serve, "and quite fittingly," as Washington's "reminder to the nation" that in advancing the public welfare, in battles against disaster or disease, "there is need for the volunteer as well as for the regular."

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He reminded the guests that the American tradition of voluntary assistance "is a long and proud one."

"Among those who have contributed to it was that most indomitable of volunteers, Clara Barton, whose humanitarian efforts on the battlefield were recognized officially just 100 years ago when she was appointed superintendent of nurses for the Army of the James," Mr. Sarnoff said. "Miss Barton left to us one of the most succinct and telling descriptions of the role of the volunteer when she wrote: 'What is everybody's business is nobody's business. What is nobody's business is mine'."

Noting that the American tradition in voluntary welfare has differed from that of other countries, both in the multitude of its causes and the magnitude of its support, he declared:

"Observers from abroad have marveled that in this most affluent of societies we should find it necessary to provide so broad and varied a voluntary effort. I see no contradiction, however, between our material success and our humanitarian concern; in fact, I believe the two are closely related."

Even when solutions to mankind's problems are found they usually uncover new problems, Mr. Sarnoff asserted. As an example, he said that the nation has solved many of the problems of physical labor, "but in the process we have discovered the dilemmas of leisure."

While extolling the role of electronics and the computer, Mr. Sarnoff noted that "neither the computer nor any other invention of man will solve the last of his social problems."

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"As new solutions beget new problems, the needs for humanitarian care and concern will multiply and grow more complex," he said. "We can gauge these expanding needs in the hard figures of the United Givers Fund goal of \$8,750,000 -- the highest in its nine-year history. We can also measure them in the expanding services to the physically, emotionally and socially handicapped provided by the 143 member agencies of the UGF in Washington and nearby Maryland and Virginia.

"The scope of such efforts has been recognized in the Combined Federal Campaign -- this year's experiment which offers Federal employees in Washington and five other cities the convenience of payroll deductions to meet their pledges to major groups of voluntary agencies."

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NBC, 10/1/64

October 1, 1964

JOHNNY CARSON TO BE ON NBC-TV SIX NIGHTS A WEEK

Saturday Added to 'Tonight' Schedule Starting Jan. 9

Johnny Carson will be on the NBC-TV Network six nights each week beginning in 1965.

"The Tonight Show Starring Johnny Carson," regularly colorcast on NBC-TV Mondays through Fridays, 11:15 p.m. to 1 a.m. NYT, also will be broadcast Saturdays in the late-night time period starting Jan. 9, 1965, it was announced today by Walter D. Scott, Executive Vice President in charge of the NBC Television Network.

The Saturday "Tonight" programs will be rebroadcasts of recent outstanding "Tonight" shows.

"NBC-TV affiliates expressed a strong desire to the network to extend the highly successful 'Tonight' broadcasts to Saturday," Mr. Scott said. "On the basis of this request, and the wide audience appeal of the program, we are extremely pleased to add Saturday to 'Tonight's' week."

Johnny Carson made his debut as host of the "Tonight" show two years ago today -- on Oct. 1, 1962.

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NBC TELEVISION NETWORK NEWS

October 1, 1964

PERRY COMO WILL OPEN NEW SEASON'S SERIES OF SPECIALS WITH
ANNE BANCROFT, STANLEY HOLLOWAY, VICTOR BORGE AS GUESTS

Univ. of Michigan Glee Club Also on Show

Perry Como will start his second season of full-hour NBC-TV special productions with three top stars as guests in a live telecast of "Perry Como's Kraft Music Hall" Thursday, Oct. 29 (in black and white 10-11 p.m. EST).

Academy Award-winning actress Anne Bancroft, Stanley Holloway (the original Mr. Doolittle of Broadway's "My Fair Lady"), the University of Michigan Glee Club and special guest star Victor Borge will join Como on the premiere program, which will originate in Detroit's 10,000-seat Cobo Hall. It will be the first of seven special Como shows to be presented in 1964-65.

The Como specials will be produced by his Roncom Productions Inc., and will again pre-empt programs of the "Kraft Suspense Theatre" color film series. The dramas and the Como specials will be sponsored by Kraft Foods Division of the National Dairy Products Corporation through the J. Walter Thompson Co. advertising agency.

Regular members of "Perry Como's Kraft Music Hall" include Ray Charles and his singers, and announcer Frank Gallop. Marlo Lewis will be the producer, Dwight Hemion director, Henry Howard associate producer, Nick Perito music director, Paul Barnes scenic designer and Michi costumer. The scripts will be written by Goodman Ace, with Bill Angelos and Buz Kohan.

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The new season marks Como's tenth year of full-hour NBC-TV shows, his sixth for the same sponsor, and his seventeenth year as a TV performer. His NBC career opened with a series that started three times a week on NBC Radio in 1944, and began on NBC-TV in 1948. "Perry Como's Kraft Music Hall" has been presented on NBC-TV since 1959.

----- NBC-TV PROGRAM HIGHLIGHT OCT. 29 -----

PERRY COMO'S KRAFT MUSIC HALL: First of 1964-65 season's seven Como specials will be telecast live from Detroit's Cobo Hall. Guests are Anne Bancroft, Stanley Holloway, Victor Borge and the University of Michigan Glee Club.

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NBC-New York, 10/1/64

CREDITS FOR "PERRY COMO'S KRAFT MUSIC HALL" SPECIALS

For 1964-65 Season on NBC-TV Network

Time: Seven special programs to be presented on NBC-TV on various Thursdays during 1964-65 season (10-11 p.m. NYT).

Format: Music-variety shows with top-name guest stars.

Star: Perry Como.

Cast: Nick Perito orchestra, Ray Charles Singers and Frank Gallop.

Producer: Marlo Lewis.

Director: Dwight Hemion.

Writers: Goodman Ace, with Bill Angelos and Buz Kohan.

Associate producer: Henry Howard.

Music director: Nick Perito.

Special material and choral director: Ray Charles.

Scenic designer: Paul Barnes.

Costumes: Michi.

Production: Roncom Productions Inc.

Sponsor (and agency): Kraft Foods Division of the National Dairy Products Corporation (J. Walter Thompson Co.)

NBC Press representatives: Al Cammann, New York; Charlie Erickson, Burbank, Calif.

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NBC-New York, 10/1/64



NBC SPORTS, A DEPARTMENT OF NBC NEWS

NBC OLYMPIC STAFF ASSEMBLES IN TOKYO
- - -
News and Notes of Preparations for TV
And Radio Coverage of Games

TOKYO, OCT. 1 -- Forty-eight members of NBC's Olympic team took a bus tour to various Olympic sites today, winding up at the vast broadcasting center that will serve as the headquarters of NBC's television and radio coverage of the 1964 Summer Olympic Games starting Saturday, Oct. 10.

Most of the NBC crew arrived in Tokyo Sept. 30 after flights from New York and Los Angeles. They were met at Tokyo International Airport by Jim Kitchell, producer of NBC-TV's Olympic coverage, and John Rich, NBC News correspondent in Tokyo.

* * *

NBC's Olympic staff includes four former Olympic gold medalists. Rafer Johnson, decathlon champion in 1960, and Murray Rose, winner of four Olympic swimming titles in 1956 and 1960, are TV commentators along with Jim Simpson, Bud Palmer and Bill Henry. Bob Richards, pole vault champion in 1952 and 1956, and Bill Yorzyk, butterflystroke champion in 1956, are radio broadcasters with Jay Miller and Len Dillon.

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NBC SUMMER OLYMPICS

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

NBC's TV coverage of the games will include a live telecast via the Syncron III satellite of the spectacular opening ceremonies Oct. 10 (1-3 a.m. EDT) and exclusive taped telecasts of events each evening through Oct. 25. There are 20 telecasts totaling 16 and a half hours.

* * *

NBC's radio coverage will comprise 75 five-minute broadcasts between Oct. 10 and 24, with at least four broadcasts each weekday and seven or eight on weekend dates.

* * *

Among the Olympic sites visited in the bus tour today were the National Stadium in Meiji Park, where the opening ceremonies and track and field competition will take place, the national gymnasium at Yoyogi Sports Center, site of the swimming and diving competition, and the sports complex of Olympic avenues at Komazawa Park.

* * *

NBC's Olympic crew of 56 Americans includes 55 men and one woman. The lone distaff member is Mrs. Dinah Schell of Pleasantville, N. Y., producer Jim Kitchell's assistant and a member of the research staff.

* * *

John Rich, NBC News correspondent in Tokyo, isn't sure how hard he should try to win a Tokyo Lawn Tennis Club tournament match coming up this weekend. His second-round opponent is Crown Prince Akihito.

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NBC-10/1/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION
NBC NEWS CORRESPONDENT PAULINE FREDERICK TO RECEIVE 12TH

HONORARY DEGREE--WILLIAM JEWELL COLLEGE

TO PRESENT AWARD ON ACHIEVEMENT DAY

Pauline Frederick, NBC News correspondent at the United Nations, will receive her twelfth honorary degree -- a degree of Doctor of Letters to be awarded by William Jewell College, in Liberty, Mo., on Nov. 5, a date designated by the college as Achievement Day.

Last year Miss Frederick received a similar honorary degree from Boston University. Previously, she had been honored by Mt. Holyoke College, Ohio Northern University and Russell Sage College, among others.

In announcing the award to Miss Frederick, Dr. H. Guy Moore, president of William Jewell College, said, "We have selected Miss Frederick because we feel that she is nationally and internationally known due to her coverage of the news events in connection with the United Nations. She will be the first woman ever so honored on this occasion. It is our feeling that she exemplifies what a woman can do in this highly competitive world where usually only men make such a contribution."

In the past, William Jewell College has awarded honorary degrees to such notables as Robert A. Millikin, Harry S. Truman, Lyndon B. Johnson and Dr. Wernher von Braun.

After receiving her degree, Miss Frederick will be presented to an audience of approximately 700 guests at a formal banquet in the Hotel Muehlebach in Kansas City.

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NBC-New York, 10/1/64

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

October 1, 1964

NBC'S PAULINE FREDERICK AND CAPPY PETRASH
PARTICIPATING IN NEW YORK STATE MEETING
OF AMERICAN WOMEN IN RADIO AND TV

Pauline Frederick, NBC News correspondent at the United Nations, will participate in the New York State Conference of American Women in Radio and Television, Inc. at Lake George, N.Y., Oct. 1-4.

Miss Frederick will be a panel member of a conference discussion, "How 'American' Is an American," to be conducted Oct. 3-4.

Cappy Petrash, Feature Editor of NBC Radio's "Monitor," and president of the New York City chapter of the AWRT, will conduct a business meeting Oct. 4 that will include members from New York, New Jersey and New England.

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SEN. DIRKSEN PORTRAYS SELF IN 'ROBERT A. TAFT STORY'
ON NBC-TV'S "PROFILES IN COURAGE" SERIES

Senate Minority Leader Everett M. Dirksen (R.-Ill.) appears as himself in the opening scene of "The Robert A. Taft Story" on NBC-TV's "Profiles in Courage." Filming was done on-location today (Oct. 1) in the Senate Building, Washington, D. C.

Lee Tracy, as announced, stars in the title role of the drama that deals with Taft's principled but unpopular opposition to the Nuremberg war trials. Broadcast date for the episode will be announced. Jose Quintero directs the William Hanley drama. (The "Profiles in Courage" series, based on the late President Kennedy's book, is being produced by Robert Saudek Associates Inc., for telecast Sundays, 6:30-7:30 p.m. EST, beginning Nov. 8.)

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NBC-New York, 10/1/64

October 1, 1964

VIOLIN SOLOIST JACK BENNY PLAYS TO CAPACITY WAUKEGAN AUDIENCE WITH MILWAUKEE SYMPHONY, RAISES \$20,330 FOR MUSIC CENTER, AND IS HAILED BY ILLINOIS GOVERNOR KERNER AS 'A LOVER, ACTOR AND GREAT MUSICIAN'

Jack Benny played to a capacity audience in his home town of Waukegan, Ill. and raised \$20,330 as a violin soloist with the 75-piece Milwaukee Symphony Orchestra Monday (Sept. 28). Nearly a thousand Waukegan fans were turned away as the star of NBC-TV's "The Jack Benny Program" (seen Friday nights, 9:30 p.m. NYT) performed before the full house.

The proceeds of the concert went to establish the new music center of Lake County, Ill. Benny has raised \$3,475,684 in the past eight years playing with symphony orchestras throughout North America.

His Waukegan appearance with the orchestra marked the first time he has played in Waukegan since he performed in the pit of the Barrison Vaudeville Theatre when 15 years old.

Gov. Otto Kerner of Illinois proclaimed Monday Sept. 28 "Jack Benny Day in Illinois." In his proclamation, the Governor said that Benny's "name and face are known to more of us than even the great Jascha Heifetz...And this ever-blooming, talented favorite son of Illinois whose purse is always open when an occasion arises for the grand gesture, is no other than Jack Benny, a lover, actor and great musician."

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CREDITS FOR 'CONCENTRATION' ON NBC-TV

Time: NBC-TV Network, Monday through Friday,
11 to 11:30 a.m. NYT

Host: Hugh Downs

Format: Audience-participation show based on
memory and imagination, derived from
the children's card game of the same
name.

Producer: Norm Blumenthal

Director: Gertrude Rosenstein

Associate producer: John Tobyansen

Associate director: Hal Alexander

Program staff: Jeanne O'Meara and Jim Miles

Announcer: Bob Clayton

Music director: Milton Jay Kaye

Unit manager: Frank Lewis

Original starting date: Aug. 25, 1958

Origination: NBC Studios in New York

Sponsors: Various

NBC Press representative: Betty Lanigan (New York)

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NBC-New York, 10/1/64

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS



October 2, 1964

CAPTURE OF MARAUDING BLACK BEAR IN GEORGIA SWAMP AREA
HIGHLIGHTS SEASON'S PREMIERE OF "WILD KINGDOM"

The capture of a marauding black bear by Marlin Perkins and Jim Fowler in the Okefenokee Swamp region of southern Georgia, is the feature of "Land of Quaking Earth," season's premiere colorcast of "Mutual of Omaha's Wild Kingdom" series on NBC-TV Sunday, Oct. 18 (5-5:30 p.m. EDT).

Perkins, noted naturalist and director of the St. Louis Zoo, is host of the series. He is assisted by Fowler, expert on predatory birds. Some portions of the shows are filmed at the St. Louis Zoo. The opening program derives its title from the name Indians gave the swamp many years ago. The entire area consists of thousands of floating islands without foundations, and a region where a man without a boat and an intimate knowledge of the twisting waterways would quickly perish.

After observing and filming much of the Okefenokee wildlife ranging from alligators, foxes, water moccasins, bobcats and beautiful waterfowl, Perkins and Fowler help National Wildlife Park Rangers capture and remove a marauding black bear to an isolated area, where he will present less of a threat to people -- and be in less danger himself. They pursue their elusive prey in power boats through the

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swamp and finally lasso him in the water. The challenge of moving the caged 150-pound animal through the tortuous waterways proves nearly as difficult as capturing him.

NBC-TV PROGRAM HIGHLIGHT OCT. 18

MUTUAL OF OMAHA'S WILD KINGDOM: "Land of Quaking Earth." Marlin Perkins and Jim Fowler help capture a marauding black bear in the Okefenokee Swamp region of southern Georgia. Premiere. (Color.)

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NBC-New York, 10/2/64

NBC COLOR TELEVISION NEWS



October 2, 1964

— CHANGES IN NBC-TV NETWORK OCTOBER COLORCAST SCHEDULE —

Tuesdays, Oct. 6 and 13

9:30-10 p.m. -- Kill: "That Was the Week That Was."

Saturday, Oct. 10

12 noon-12:30 p.m. -- Kill: colorcast of "NBC Sports Special." Today's program will be telecast in black and white.

Sundays, Oct. 11 and 18

6-6:30 p.m. -- Kill: colorcasts of "Meet the Press." Programs on these dates will be telecast in black and white.

CAST AND CREDITS FOR 'THE FANTASTICKS'

IN COLOR OCT. 18 ON 'HALL OF FAME'

Program: "The Fantasticks" on "Hallmark Hall of Fame"
Time: NBC-TV colorcast Sunday, Oct. 18 (10 to
11 p.m. EDT)
Stars: Ricardo Montalban, Bert Lahr, Stanley
Holloway
Featured: Susan Watson, John Davidson
Produced and directed by George Schaefer
Book and lyrics by Tom Jones
Music by Harvey Schmidt
Television adaptation by Robert Hartung
Scenery: Warren Clymer
Costumes: Noel Taylor
Musical staging: Herbert Ross
Music director: Herbert Grossman
Associate producer: Robert Hartung
Origination: NBC-TV color studios, Brooklyn, N.Y.
Sponsor: Hallmark Cards Inc.
Agency: Foote, Cone and Belding
Produced by Compass Productions Inc.
NBC Press representative: Betty Lanigan, New York

* * *

THE CAST

El Gallo, the Narrator.....Ricardo Montalban
The Girl (Luisa).....Susan Watson
The Boy (Matt).....John Davidson
The Girl's Father (Bellomy).....Stanley Holloway
The Boy's Father (Hucklebee).....Bert Lahr
The Dancers

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THE STORY

A boy and a girl, living next door to each other and forbidden to associate, fall in love. Their fathers built a wall between their yards, hoping that the appeal of the forbidden would cause the young people to fall in love. They plan a fake abduction with a bandit, El Gallo, which succeeds beautifully until Luisa and Matt, the lovers, realize it was a trick. Angry with their fathers and each other, the lovers part and Matt goes into the world to seek adventure, despite the warnings of El Gallo that despair and pain exists in the world. The girl too, is deceived and disillusioned by El Gallo. The fathers regret their machinations too late. Finally, the lovers come together again, sadder, wiser and infinitely more understanding.

* * *

MUSICAL NUMBERSACT I

"Try to Remember".....El Gallo
"Much More".....Luisa
"Metaphor".....Luisa and Matt
"Never Say No".....Hucklebee and Bellomy
"Soon It's Gonna Rain".....Luisa and Matt
"The Ballet".....The Company
"Happy Ending".....Luisa, Matt, Hucklebee and Bellomy

ACT II

"I Can See It".....Matt and El Gallo
"Plant a Radish".....Hucklebee and Bellomy
"Round and Round".....El Gallo, Luisa and Company
"They Were You".....Matt and Luisa
"Try to Remember".....El Gallo

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THE FIVE PRINCIPALS

Ricardo Montalban (El Gallo) -- Born in Mexico City and trained there as a dramatic actor, Montalban was sidetracked for a time in romantic movie musical comedies as a singer-dancer-leading man. Later, he proved himself an accomplished actor in "Battleground" and in television dramatic roles. He has starred on Broadway in "Jamaica" and "Seventh Heaven," and has sung in such musicals as "Can-Can" in theater-in-the-round.

Bert Lahr (Hucklebee) -- Considered by many leading dramatic critics to be "the last of the great clowns," Bert Lahr has performed in every branch of showbusiness since he was a teenager. Known to most Americans as "the Cowardly Lion" in the movie version of "The Wizard of Oz," Lahr had been a Broadway favorite for 35 years. His most recent vehicle was "Foxy," for which he won a "Tony" award.

Stanley Holloway (Bellomy) -- A native of London, Stanley Holloway's career was launched as a 13-year-old soprano who later matured into one of England's favorite comedians. Americans first knew him through his "Sam Small" records and monologues on radio and television. Later, he achieved the high point in his career as Alfred P. Doolittle in the original company of "My Fair Lady." His motion picture credits include "Hamlet," "The Lavender Hill Mob" and "No Love for Johnny." Queen Elizabeth awarded him the Order of the British Empire.

Susan Watson (Luisa) -- Born and educated in Tulsa, Okla., Susan Watson began her career at 14 as a ballet dancer. Her professional debut was made in "High Button Shoes" at the Kansas City Starlight Theatre. In New York, she studied voice at Juilliard, dancing with Peter Gennaro and acting with Uta Hagen. In 1958, Jerome Robbins

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selected her for the London company of "West Side Story." After touring Europe, she returned to New York and played the ingenue lead in "Bye, Bye Birdie" on Broadway and the role of Lili in "Carnival." She has appeared several times on NBC-TV's "Bell Telephone Hour" as a singer and dancer.

John Davidson (Matt) -- Young Davidson, three months out of college, won the first Broadway audition he ever had, for the juvenile lead in "Foxy" starring Bert Lahr. He is now one of the stars of the television show, "The Entertainers." A graduate of Denison University, with a bachelor's degree in drama, Davidson studied acting in New York with Wynn Handman and Fred Steele.

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ABOUT THE PLAY

"The Fantasticks," now in its fifth season at the Sullivan Street Playhouse off-Broadway, is probably the most successful off-Broadway musical of all time, both artistically, and financially. Its authors, Tom Jones and Harvey Schmidt, met while they attended the University of Texas in 1950. They wrote campus musicals and later, during Army service, collaborated by mail. In 1955 they came to New York and began the lean years of trying to get a play produced on Broadway. In the Spring of 1959, a friend told them he could have a musical staged for them if they could finish it in six weeks. They did so, and the original production of "The Fantasticks" was presented as one of three one-act plays at the Barnard Summer Theatre in 1959. Later, they were persuaded to expand it to two acts, and for the next six months labored to raise the funds to produce the play off-Broadway.

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• Some fine people

19. 20. 21. 22.

5 - 'The Fantasticks'

It opened May 3, 1960, and for the first 13 weeks lost money steadily -- until the tide turned so sharply, and the original 57 backers have realized a 1,200 per cent profit on their investment. The play has earned more than \$1,000,000 to date.

Subsequently, Jones and Schmidt wrote the score for the Broadway musical "110 in the Shade," have completed the score for "Ratfink," another musical yet to be produced, and are in the process of raising money for an art movie, "A Texas Love Story, 1909."

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NBC-New York, 10/2/64



JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

October 5, 1964

'CAMPAIGN AND THE CANDIDATES' FOCUS ON CALIFORNIA

NBC News Special to Analyze Political Situation

In State--Leaders to Be Interviewed

The Presidential campaign in California, one of the most politically significant states in this year's election, will be analyzed in an NBC News special in the "Campaign and the Candidates" series on NBC-TV Tuesday, Oct. 13 (10-11 p.m. EDT).

Senator Goldwater's strategists always include a victory in California, with its 40 electoral votes, when evaluating their candidate's chances, producer Chet Hagan says.

The program will present a study of the principal campaign issues and the political situation within both major parties in California. Key elements of the analysis will be interviews with three political leaders -- former U. S. Senator William Knowland, Governor Edmund (Pat) Brown and Jesse Unruh, majority leader of the State Assembly.

The three men were interviewed by NBC News correspondent Tom Pettit. Their comments will be spread throughout the television program as part of the narrative. Knowland directed Goldwater's campaign in the California Presidential primary. Although he does not hold an official party title, he is acknowledged to be the No. 1 Republican in the state. Governor Brown is the Northern California chairman of the

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Johnson-Humphrey campaign. Unruh is the Southern California co-chairman of this campaign.

The program will examine such issues as Social Security and Medicare, important because California has a large "retirement" population; Proposition 14, which calls for repeal of a "fair housing" law; Federal defense contracts, vital to the economy of this fast-growing state; and peace, what Johnson has called "frontlash."

Political experts say the Democratic Party is still split between the forces once headed by the "amateur" California Democratic Clubs organization and the "professional" party workers headed by Unruh. The Republican Party, these experts say, is also split between the right-wing group and the moderates. The right-wing Goldwater forces have taken over the California Republican Assembly and the California Young Republicans, but thus far have failed to take over the Republican State Central Committee.

The program will analyze what effect these divisions within both parties will have on the Presidential campaign.

Others appearing on the program will include Democratic Senator Pierre Salinger, who is seeking election for a full six-year term; Alan Cranston, State Controller and leader of the California Democratic Clubs; Republican Senator Thomas H. Kuchel, prominent in the moderate group; Ronald Reagan, movie actor who is co-chairman of Citizens for Goldwater-Miller in the state; John Rousselot, former California Congressman who is now national public relations chief of the John Birch Society; and George Murphy, Republican Senatorial candidate.

NBC News correspondent Frank McGee is anchor man of this series of eight special pre-election programs. The Oct. 13 program will be the sixth in the series.

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NBC-New York, 10/5/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

THE 1964 WORLD SERIES BETWEEN THE N. Y. YANKEES

AND ST. LOUIS CARDINALS ON NBC-TV (IN COLOR)

AND NBC RADIO, STARTING WEDNESDAY, OCT. 7

The 1964 World Series between the New York Yankees and St. Louis Cardinals will be broadcast on the NBC-TV Network (in color) and the NBC Radio Network, beginning in St. Louis Wednesday, Oct. 7, 1:45 p.m. EDT.

STARTING TIMES: Oct. 7-8, 1:45 p.m. EDT, from St. Louis.

Oct. 10, 11 and 12 (if necessary),

12:45 p.m. EDT, from New York.

Oct. 14-15 if necessary, 1:45 p.m. EDT,
from St. Louis.

ANNOUNCERS: Harry Carey and Curt Gowdy on television

Oct. 7-8 and 14-15, on radio Oct. 10-12.

Joe Garagiola and Phil Rizzuto on radio

Oct. 7-8 and 14-15, on television

Oct. 10-12.

SPONSORS (on TV and
radio): Chrysler Corporation (through Young and

Rubicam and Gillette Safety Razor Company
(through Maxon Inc.)

A 15-minute pre-game NBC telecast (in black and white) will precede the start of each game telecast. The pre-game sponsors on NBC-TV are Schlitz Brewing Company, through Leo Burnett, and General Mills, through Knox, Reeves, Advertising.

----- NBC-New York, 10/5/64



NBC SPORTS, A DEPARTMENT OF NBC NEWS

October 5, 1964

HUGE OLYMPICS BROADCASTING CENTER TO BE PIVOT POINT
FOR COVERAGE OF THE TWO WEEKS OF TOKYO GAMES

TOKYO, Oct. 5 -- A huge Olympics broadcasting center in the Yoyogi sports complex will be the pivot point for the broadcasting activities of NBC-TV and other foreign broadcasting organizations during the two weeks of the 1964 Summer Olympic Games in Tokyo starting Saturday, Oct. 10.

NBC-TV plans to cover the opening ceremonies live via the new Syncom III satellite (1 to 3 a.m. EDT; 2 p.m. Japanese time that same day), and will present exclusive taped telecasts of Olympic events each evening while the Games are in progress, with 19 telecasts totaling $14\frac{1}{2}$ hours.

In almost all cases, NBC-TV's coverage will provide U. S. viewers with events on the same calendar day they take place. Edited tapes will be flown from Tokyo to NBC's Seattle affiliate, KING-TV, which will serve as the transmission point for all Olympic telecasts except for the live opening ceremonies.

NBC's facilities in the broadcasting center include a three-camera studio, offices, extensive film equipment and nine television tape machines that will take the feeds from 65 cameras at eight locations each day. Nippon Hoso Kyokai (NHK), the Japan Broadcasting

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NBC SUMMER OLYMPICS
PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

Corporation, is supplying the actual camera coverage and equipment, and NBC will prepare the daily telecasts from these feeds and its own studio setup.

"By the end of the games, we will have taped more than 150 hours of Olympic competition, more than 10 times what we will show on the air," Jim Kitchell, producer of NBC-TV's Olympic coverage, points out.

"With some 3,000 different events, including heats, trials, eliminations and finals, in 20 sports over the span of two weeks, we will need to be very selective in order to bring U. S. viewers the important and meaningful events," says Kitchell.

To cover the Olympics for Japanese and foreign viewers, NHK will use 80 TV cameras, 700 sound tape recorders, 600 microphones, 400 TV monitors, 25 field pickup cars and a production staff of more than 1,500 Japanese.

The coverage will use such newly developed devices as slow-motion tape, close-talking microphone and electronic memory equipment for stop-motion tape.

The multi-million-yen NHK broadcasting center is surrounded by the Olympic Village, where the Olympic athletes are housed, the National Gymnasium, site of the swimming and diving competition, and Shibuya Public Hall, where weightlifting events will take place.

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NBC-10/5/64

NBC-TV NETWORK PROGRAM

ACTRESS-SINGER-DANCER LINDA BENNETT,
SIGNED TO NBC CONTRACT LAST MONTH,
TO BE GUEST ON 'TODAY' TELECAST

Actress-singer-dancer Linda Bennett -- who last month was signed to an exclusive five-year contract by NBC-TV -- will make a guest appearance on "Today" Monday, Oct. 12 (7-9 a.m. EDT) on the NBC-TV Network.

The 22-year-old Miss Bennett made her first NBC-TV appearance under her new contract in early September on the "Bell Telephone Hour." Earlier she had been a guest on "The Tonight Show Starring Johnny Carson."

Miss Bennett will appear in the 8:30-9 a.m. EDT segment of "Today." She will perform and will be interviewed by "Today" host Hugh Downs.

NBC-New York, 10/5/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 5, 1964

'MEET THE PRESS' MARKS ITS 19TH ANNIVERSARY WITH NOTABLE RECORD OF HEADLINE-MAKING INTERVIEWS WITH LEADERS FROM MANY COUNTRIES

Nineteen years ago today, on Oct. 5, 1945, "Meet the Press" became the first program of its kind on radio.

Two years later, on Nov. 6, 1947, "Meet the Press" became the first program of its kind on television.

As the pioneer press conference of the air prepares to celebrate its 17th anniversary on NBC-TV, it holds the record as the longest-running TV program of any type on the air, and is credited with contributing a form of electronic journalism which is now an important part of American news-reporting.

The program is colorcast live each Sunday at 6 p.m. NYT on NBC-TV, and broadcast a half-hour later on the NBC Radio Network. It is conducted as a press conference with four newsmen questioning an important guest. The program is a Public Affairs presentation of NBC News.

"Meet the Press" was the idea of Lawrence E. Spivak, who developed and co-produced the program with Martha Rountree. In 1953, Spivak purchased her interest and she retired from the program. In 1955, he sold "Meet the Press" to NBC and continued as producer and panelist under a long-term contract.

(more)

Since its inception leaders in all walks of life throughout the world have been interviewed on "Meet the Press." Among them: the late President John F. Kennedy, President Lyndon B. Johnson, Prime Minister Jawaharlal Nehru of India, former Chancellor Konrad Adenauer of Germany, Soviet First Deputy Premier Anastas Mikoyan, Cuban Premier Fidel Castro, the late Secretary General of the United Nations Dag Hammarskjold, Mayor Willy Brandt of Berlin, the late leader of the British Labor Party Hugh Gaitskell, the late Mrs. Franklin D. Roosevelt, U. S. Ambassador to the United Nations Adlai Stevenson, Secretary of State Dean Rusk, President Kwame Nkrumah of Ghana, former President of Argentina Arturo Frondizi, Lord Bertrand Russell, former Vice President Richard Nixon, former British Prime Minister Anthony Eden, many U. S. Senators, poet Carl Sandburg and the late poet Robert Frost, and labor leaders.

During this election year, "Meet the Press," in keeping with past practice, presented special full-hour programs on the eve of the Republican and Democratic conventions. In San Francisco, the site of the Republican convention, Governor William W. Scranton of Pennsylvania, was the guest. And in Atlantic City, site of the Democratic conclave, Senators Hubert H. Humphrey and Eugene J. McCarthy (both Minnesota Democrats) were interviewed.

On June 28, 1964, the program presented its first inter-continental interview via the Telstar communications satellite with French Foreign Minister Maurice Couve de Murville.

The program has played a significant role in important events over the years, and is credited with making more front-page news than any program in the history of radio and television.

(more)

It was on "Meet the Press" that Whittaker Chambers, for the first time without Congressional immunity, branded Alger Hiss a Communist and started the chain of events that led to the eventual conviction of Hiss for perjury.

It was on "Meet the Press" that Governor Dewey announced his withdrawal from the 1952 Presidential race and endorsed General Eisenhower.

It was on "Meet the Press" that Senator Walter George called for the meeting of heads of state which resulted in the famed 1955 "summit" conference.

It was on "Meet the Press" in 1949 that Gen. Walter Bedell Smith gave the first public hint that the Russians might have an A-bomb, a fact acknowledged by the U. S. government a few months later.

It was on "Meet the Press" that Adlai Stevenson in 1952 sparked a grass-roots movement that ended in his winning the Democratic nomination for President. Jacob Arvey, who masterminded the strategy for the Stevenson nomination, said, "Were it not for 'Meet the Press,' Stevenson would never in my opinion have been considered as a candidate for the Presidency."

It was on "Meet the Press" in 1959 that Anastas Mikoyan's mask of amiability fell off when, as a New York Times editorial said, "He lost most of his earlier gains in public relations by his disingenuousness in his television interview."

Attorney General Robert F. Kennedy, appearing on the program in 1961 at a critical period in Berlin, told listeners that his brother, the President, would "stand up" on Berlin even if it meant using nuclear weapons -- a statement published on front pages throughout the world.

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In 1962, 1963 and 1964, "Meet the Press" continued to make headlines. Almost every program made news, and there were some that made front page stories across the country.

Madame Nhu of South Vietnam made news with her answer that the United States had unofficially asked her and her husband to go into exile; Ambassador Stevenson, when he said for the first time he would accept the Vice Presidential nomination if President Johnson asked him; New York's Governor Nelson A. Rockefeller, when he acknowledged to a national television audience that he knew his divorce and remarriage were hurting his chances for the Republican Presidential nomination; Alabama's Governor George Wallace, with his threat to "stand in the doorway" and defy the Federal government; Senator Barry Goldwater, when he revealed that, if elected, he would renounce the test ban treaty with the Soviet Union if it served U. S. interests.

The program has won every major award in its field, including the Peabody, Ohio State University, Look Magazine, Sylvania and Academy of Television Arts and Sciences honors.

It has won high praise from leaders of both political parties.

On the occasion of the 15th anniversary of "Meet the Press," the late President Kennedy wrote producer Spivak, "The unusual durability of your show on network television is eloquent testimony to its consistently high quality and significance. Having appeared as a Congressman, Senatorial candidate, Senator, Presidential aspirant and Presidential nominee, I know from personal experience how widely your program is viewed and respected."

President Lyndon B. Johnson wrote: "For many years, 'Meet the Press' has been a feature which I have viewed with great regularity every Sunday. I think it is valuable to permit the nation to have an

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opportunity to see public figures under questioning from the press, as it gives our people an opportunity to assay their leaders that they cannot receive through any other news media."

Former Vice President Nixon wrote, "If there is any truth in all the talk of a 'wasteland,' then surely 'Meet the Press' is one conspicuous oasis of responsibility and balanced fair-play. And I feel certain that millions of Americans share my gratitude that you continue, week after week, to give proof of the durability of true quality."

Senator Hubert H. Humphrey wrote: "As a frequent participant of your outstanding program, I know the real contribution it has made to the development and the discussion of the vital public issues of our time. In particular, your amazingly objective and precise questioning always seems to sting your 'victims' into a newsworthy and enlightening response. You have performed an immensely valuable service to better public understanding of our government and its policies."

Senator Goldwater wrote: "'Meet the Press' has consistently met the highest standards of fair and penetrating news coverage, and from personal experience I can attest to the program's objectivity. I am sure the news-conscious public appreciates, as I do, your important work in this field."

The late John Foster Dulles, Secretary of State under President Eisenhower, once summed up the program: "On controversial subjects it is easy to generate heat, but hard to generate light. 'Meet the Press' does a job of intellectual illumination. Probing is done by experts who are thorough but not antagonistic. Because the programs are wholly unrehearsed, the responses are bound to be revealing."

October 6, 1964

ROBERT W. SARNOFF LEAVING FOR TOKYO OLYMPIC GAMES

NBC Chairman Guest of Japanese Broadcasting Co.

At Opening Ceremonies -- Will Also Make Tour
Of Red Cross Units at U.S. Military Bases

SAN FRANCISCO, Oct. 7 -- Robert W. Sarnoff, Chairman of the Board of NBC, departs for Tokyo today to attend the opening ceremonies of the Olympic Games as the guest of NHK, the Japanese Broadcasting Company, with which he signed the original agreement last year in Tokyo that gives NBC the exclusive telecast rights in the U. S. to the XVIII Olympiad.

Last night (Oct. 6) Mr. Sarnoff addressed state fund chairmen of the Western Area of the American Red Cross, of which he is National Fund Co-Chairman, at a meeting in the Clift Hotel. In that connection, the NBC Chairman will play a dual role in Japan -- attend the Games and, later in the week, make an inspection and briefing tour of U. S. military bases in the Far Eastern Area housing American Red Cross installations. The tour is under the auspices of Lt. Gen. Maurice A. Preston, Commanding General, U. S. Forces Japan and Fifth Air Force. He will hop from base to base via U. S. Navy helicopter, with surface travel by staff cars of the military and Red Cross.

Mr. Sarnoff anticipates being an on-the-spot witness to a historic "first" -- NBC-TV's planned live coverage on Oct. 10 of the opening ceremonies of the Games via the Syncom III satellite. After the opening, the network will present telecasts of all 20 Olympic events and sidelights each evening until Oct. 25, for coverage totaling $16\frac{1}{2}$ hours.

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NBC, 10/6/64

NBC TRADE NEWS

October 6, 1964

NBC INTERNATIONAL CONTINUES RECORD SALES WITH OVER 3,000 TV HOURS SOLD IN SIX-WEEK PERIOD

NBC International continues to record heavy sales with over 3,000 TV hours sold in the six-week period, Aug. 21 to Sept. 30, it was announced today by Joseph M. Klein, President, NBC International. NBC International's profits, he said, are 21 per cent higher this year than at the end of the third quarter last year, which was also at a record high.

Thirty countries were represented in the sales for the six-week period, according to Mr. Klein.

The programming buys for this period range from Olympic Games programming for Latin America, Africa, and the Caribbean to entertainment shows in East European countries, including Poland and Yugoslavia.

"Bonanza" which continues to be the number one full-hour program in the United States, was purchased by: Montecarlo TV, Uruguay; Sveriges Radio, Sweden; Telesistema, Mexico; Trinidad TV; Gibraltar TV; and Kenya TV. Among buyers of "Dr. Kildare" are: Peruana de Radiodifusion, Peru; Television de Colima, Mexico; TV Singapore; Jugoslovenska Radiodifuzia, Yugoslavia, and ARAMCO, Saudi Arabia. ARAMCO also purchased the 1964 World Series coverage.

The "Dick Powell Series" was ordered by: Montecarlo TV, Uruguay; Television de Colima, Mexico; Denmark Radio; WBNB-TV, St. Thomas, Virgin Islands; Film Polski, Poland; TV Singapore; Telepool G.M.B.H., Austria; Jugoslovenska Radiodifuzia, Yugoslavia; Peruana de Radiodifusion, Peru; East Nigerian Broadcasting Corporation; Liberian TV.

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"The Richard Boone Show" was bought by: Finnish TV, Montecarlo TV, Uruguay, Bayerische Rundfunk, Germany; Telefilm Saar G.M.B.H., Germany; Sveriges Radio, Sweden; and CBNT-TV, Newfoundland. Purchasers of "Laramie" are: Television de Colima, Mexico; WDR-Fernsehen, Germany; Telepool G.M.B.H., Austria; and Schweizerische Radio und Fernsehgesellschaft, Switzerland.

"Wild Kingdom" was ordered by Ceskoslovensky Filmexport, Czechoslovakia; and the BBC. "Kentucky Jones" was purchased by Finnish TV. Five hours of documentary programming which has not yet been designated was bought by the Malta Broadcasting Authority.

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NBC-New York, 10/6/64

NBC TELEVISION NETWORK NEWS

October 6, 1964

— "PROFILES IN COURAGE" TO START ON NBC-TV NOV. 8 —

— Dramatizations Based on Late President Kennedy's
Pulitzer Prize-Winning Book

"Profiles in Courage," based on the late President John F. Kennedy's Pulitzer Prize-winning book of biographies, will be presented as a television series on the NBC-TV Network starting Sunday, Nov. 8 (6:30-7:30 p.m. EST).

World-wide television rights to the late President's book were acquired by Robert Saudek, president of Robert Saudek Associates Inc., who concluded arrangements for presentation of the series on NBC-TV and who is executive producer.

Theodore C. Sorensen, who was special consultant to the late President Kennedy, and Allan Nevins, DeWitt Clinton Professor Emeritus of American history at Columbia University, are consultants for the series. Both assisted the late President in assembling and preparing the material on which the book is based.

The series will consist of 26 one-hour filmed programs dramatizing biographies contained in the original volume, supplemented by those of other Americans who have displayed unusual personal courage.

Mr. Saudek said, "The late President agreed to permit the dramatization of his book because of the values such programs can have in providing a penetrating study of the indomitable American character. The records, he felt, of these men and women who, under stress, remained

(more)

true to themselves and their country, must inspire the living generation to a new pride in our nation's traditions. I intend that the television series shall meet the rigorous standards of excellence which characterize the author's book."

To this end, Mr. Saudek signed Gordon Oliver as producer and Michael Ritchie as associate producer of the series, which is now in production at Desilu Studios in Culver City, Calif.

Nine top writers from TV, theatre and films have been signed for this project. The writers and their outstanding credits include: A. J. Russell ("The Fabulous Fifties," TV), Peter S. Feibleman (screenplay with Joshua Logan for "Ensign Pulver"), Jonathan Miller ("Beyond the Fringe," Broadway), Don Mankiewicz ("All the King's Men," TV), David Karp ("The Plot to Kill Stalin," TV), William Hanley ("Mrs. Dally Has a Lover," Broadway), Walter Bernstein ("Fail-Safe," film), Philip S. Goodman ("The Moon Is a Spy," film) and Andy Lewis ("Omnibus," TV).

Mr. Saudek plans on the widest television circulation possible throughout the world, and will make the series available especially to men in the Armed Forces in the form of motion picture films.

"Profiles in Courage" was written by the late President in 1955 while he was a U. S. Senator and was recovering from an operation necessitated by injuries suffered during World War II.

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NBC-New York, 10/6/64

CREDITS FOR 'PROFILES IN COURAGE' ON NBC-TV NETWORK

Title: "Profiles in Courage"

Date: NBC-TV Network Sundays, 6:30-7:30 p.m. EST,
(premiering Nov. 8).

Stars: Various

Format: 26 one-hour filmed programs, dramatizing
biographies contained in late President
John F. Kennedy's Pulitzer Prize-winning
book, "Profiles in Courage," supplemented
by biographies of other Americans who
have displayed unusual personal courage.

Executive producer: Robert Saudek

Producer: Gordon Oliver

Associate producer: Michael Ritchie

Directors: Various

Writers: Various

Director of photography: William Spencer

Film editor: Wilbur Mosher

Art director: Dick Haman

Set designer: Richard Berger

Costume supervisor: Frank Delmar

Makeup: Jack Wilson

Hair stylist: Agnes Flanagan

Production company: Robert Saudek Associates Inc.

Origination: Desilu Studios, Culver City, Calif.

NBC Press representatives: Rolf Gompertz, Burbank, Calif.; Al
Cammann, New York

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NBC-New York, 10/6/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

October 6, 1964

MEL ALLEN TO JOIN JACK LESCOULIE AS CO-HOST OF NBC-TV'S "COLLEGE FOOTBALL SCOREBOARD"

Carl Lindemann Jr., Vice President, Sports, NBC, announced today that Mel Allen will join Jack Lescoulie as co-host of the "College Football Scoreboard" which follows the NCAA football game telecast on NBC-TV each Saturday.

Mel Allen, famed "voice of the Yankees" and a leading sportscaster for over 20 years, will be on hand for the "Scoreboard" show this Saturday (Oct. 10) following NBC's Oklahoma-Texas football game color-cast from Dallas, Tex. at 4:15 p.m. EDT and 2:15 p.m. CST.

Mr. Lindemann also announced that Mel Allen would continue to do play-by-play reports on regional NCAA football telecasts on Oct. 24, Oct. 31 and Nov. 21.

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CAST AND CREDITS FOR 'EXPLORING' PREMIERE
FOR 1964-65 SEASON IN COLOR OCT. 17

Program: "Exploring"
Time: NBC-TV colorcast series Saturday,
Oct. 17 (12 noon-1 p.m. NYT)
Host: Dr. Albert Hibbs
Featured: The Paul and Mary Ritts Puppets
Original Starting Date: Oct. 13, 1962
Format: Full-hour educational series designed
especially for children, 5 to 11
years old.
Title of Season's premiere: "Migration"
Origination: NBC-TV color studios, New York
Narrator: David Wayne (one portion)
Guest stars: Theodore Bikel, Alex Hassilev
Scenic design: Tom Trimble
Writer: Ron Hobin
Director: Don McDonough
Unit Manager: Joe Scibetta
Associate producer: Lee Miller
Produced by: Ed Scherer
Sponsors (and agencies): Encyclopaedia Britannica, Inc.
(McCann-Erickson, Inc.)
Mattel, Inc. (Carson Roberts, Inc.)
NBC Press Representative: Bert Schwartz, New York.

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JACK TRACY
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NBC TRADE NEWS

October 7, 1964

WESTCLOX BUYS SPONSORSHIP OF 3 NBC-TV SHOWS
TO MARK RETURN TO STANDARD TIME

The Westclox Division of General Time Corporation has purchased sponsorship of NBC-TV's "Today" program and "Tonight Show Starring Johnny Carson" Friday, Oct. 23, and the "Sunday" program Oct. 25, when Standard Time becomes effective.

The Westclox sponsorship was announced today by Mike Weinblatt, Director, Participating Sales, NBC-TV. Westclox has also purchased sponsorship of NBC Radio's "News of the World," "Emphasis" and "Monitor" for a five-day period beginning Oct. 21.

Westclox made a similar sponsorship purchase on NBC last April when Daylight Saving Time became effective. Robert L. Shaw, Vice President-Marketing of Westclox, said that the "extremely gratifying results of the Westclox Spring buy had far-reaching effects in the clock industry." As a result, he said that the new buy, part of the "Westclox Gift Time" promotional campaign, "would pay high dividends for launching the Westclox Fall-Christmas promotional program."

The programs in the Westclox order include "Today" (7-9 a.m. EDT), "The Tonight Show Starring Johnny Carson" colorcast (11:15 p.m. to 1 a.m. EDT), both Oct. 23, and the "Sunday" program Oct. 25 (4-5 p.m. EST), which will be telecast in color in part.

The Westclox order was placed through Hicks & Greist Inc.

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NBC COLOR TELEVISION NEWS



October 7, 1964

'YOUR ALL-TIME FAVORITE SONGS,' THANKSGIVING DAY FULL-HOUR COLOR SPECIAL ON NBC, TO PRESENT DEAN MARTIN, AL HIRT AND EYDIE GORME

Mohasco Industries Sponsoring 5th Straight NBC Thanksgiving Program

Dean Martin, Al Hirt and special guest Eydie Gorme will share the star spotlight in "Your All-Time Favorite Songs," a full-hour Thanksgiving Day special, to be broadcast in color over the NBC-TV Network Thursday, Nov. 26 (7:30-8:30 p.m. EST).

Mohasco Industries will sponsor the program, marking the fifth consecutive year the company has sponsored a Thanksgiving special on NBC.

The program will be devoted to 25 of the public's all-time favorite songs, which have been selected by persons from all 50 states in a poll conducted by Reader's Digest.

"Your All-Time Favorite Songs" will be produced by Roger Gimbel and directed by Dwight Hemion. Don Van Atta is the associate producer. Frank Peppiat and John Aylesworth are the writers, with the orchestra under the direction of Jerry Fielding. Nick Castle is choreographer and Carolyn Raskin, production associate.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

October 7, 1964

NATIONAL BROADCASTING COMPANY RECEIVES
A MERITORIOUS PUBLIC SERVICE AWARD
FROM FEDERATION OF THE HANDICAPPED

The National Broadcasting Company today received a Meritorious Public Service Award from the Federation of the Handicapped in "recognition of outstanding leadership in the field of radio and television broadcasting, and especially for its consistent devotion to impartial public service." In making the award the Federation noted the contribution of NBC's radio and television sponsors toward broader opportunities for the disabled.

Milton Cohen, Executive Director of the Federation of the Handicapped presented the award during a ceremony at the Federation's headquarters in New York City. J. Noel Deutscher, Director, Organization Development, Employment and Training, accepted the award on behalf of NBC.

The award citation states that "by acquainting the public with the work of Federation of the Handicapped, and by utilizing the skills of the homebound, the National Broadcasting Company and its sponsors have aided materially in opening up work opportunities for the disabled."

NBC was praised also for "emphasizing freedom of opportunity and the elevation of human dignity as the right of every person." The citation stated that "the National Broadcasting Company has won the

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2 - Award

respect of a widespread audience and the gratitude of those who ask only to be judged by their capabilities."

The presentation of this Meritorious Public Service Award coincides with the country-wide observation of "National Employ the Physically Handicapped Week" (Oct. 4-11); and the proclamation by Mayor Robert F. Wagner of October as "Federation of the Handicapped Month" throughout New York City.

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NBC-New York, 10/7/64



NBC SPORTS, A DEPARTMENT OF NBC NEWS

BUD PALMER LOOKS 'EM OVER ON OLYMPIC COURT

Former All-American and Pro Star Watches Teams Working Out

TOKYO, Oct. 7 -- "Basketball has to be my favorite," says Bud Palmer as he looks over the list of 20 sports in the 1964 Summer Olympic Games in Tokyo.

In 15 years as one of the top American sportscasters, Palmer has covered almost every sport, including the Summer and Winter Olympic Games of 1960.

Palmer, Jim Simpson, Bill Henry and former Olympic champions Rafer Johnson and Murray Rose will report Olympic sports this year during NBC-TV's coverage of the Games here from Saturday, Oct. 10 through Sunday, Oct. 25.

"Basketball got me started in the sportcasting business," says Palmer, who was an All-American at Princeton University and a star in professional ranks with the New York Knickerbockers before becoming a basketball play-by-play reporter.

Since he will be reporting the basketball action in NBC-TV's daily taped telecasts, Palmer has been spending some time at the National Gymnasium Annex, which houses the Olympic basketball court, to observe the workouts of some of the competing teams and familiarize himself with their players.

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NBC SUMMER OLYMPICS
NEWS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

"The U. S. team will be strong as always," says Palmer, noting that the Americans have never lost in 38 Olympic basketball games and have captured all five championships since basketball became an Olympic sport in 1936. "One factor that should not be overlooked is the bench -- and the American team can substitute freely without noticeable loss of offensive or defensive strength." He adds, "the U. S. team had better not be overconfident, however. The competition this year will be stronger than in the past years. Russia has a tall, rugged team, Brazil has players with Olympic experience plus height and speed, and Yugoslavia has a speedy team with some very good ball-handlers." He tabbed Poland as the dark-horse team in the field.

The basketball competition starts Sunday, Oct. 11, and continues until the 1964 Olympic champion is crowned late Friday night, Oct. 23.

* * *

NBC OLYMPIC COMMENTATOR BILL HENRY IS RECIPIENT OF
AWARD FOR SOUTHERN CALIFORNIA OLYMPIC COMMITTEE

TOKYO, Oct. 7 -- NBC-TV Olympic commentator Bill Henry is the first recipient of an Olympic award at the 1964 Olympic Games in Tokyo.

The International Olympic Committee today voted to award the Olympic cup to the Southern California Committee for the Olympic Games for its "continuing contributions to the Olympic cause." Henry has been president of the California group for three years.

A member of the U. S. Olympic Committee, Henry is official historian of the Olympic Games and served as technical adviser to the International Olympic Committee for the 1936 Games at Berlin. He was awarded the Olympic diploma in 1952 by the IOC for his services as adviser and historian.

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 7, 1964

FIRST PICTURES TELECAST FROM JAPAN TO U.S. VIA SYNCOM III SATELLITE IN NBC NEWS SPECIAL

The first pictures telecast from Japan to the U. S. by the Syncom III communications satellite were seen on the NBC-TV Network this morning (Oct. 7) during the NBC News special, "Syncom III: Japan by Satellite," from 10 to 10:30 a.m. EDT.

The transmission from Japan was presented during the last 15 minutes of the program. It included taped remarks by President Lyndon B. Johnson, Secretary of State Dean Rusk and Etsusaburo Shina, Japanese Minister of Foreign Affairs. The remarks by President Johnson and Secretary of State Rusk were recorded in the U. S. and shipped to Japan for the program.

Another segment of the historic transmission showed members of the United States men's and women's Olympic swimming teams practicing at the national gymnasium. John Rich, NBC News correspondent in Tokyo, narrated the segment from Tokyo.

The first half of the program was devoted to an explanation of the Syncom satellites by NBC News correspondent Roy Neal, and a report from NBC News' Pentagon correspondent Peter Hackes on Syncom's military applications.

Frank McGee was anchorman of the special program, which was sponsored by the Gulf Oil Corporation. Robert Priaulx was the producer and director.

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NBC-TV will use the Syncor III satellite for live coverage of the opening ceremonies of the Olympic Games from Japan Saturday, Oct. 10 (1-3 a.m. EDT). Daily taped coverage of events will be telecast exclusively by NBC-TV each evening through Oct. 25.

The first live television broadcast from Japan to the United States by way of Relay II communications satellite was telecast nationwide exclusively at the time of transmission March 25, 1964, on the NBC-TV Network.

On Nov. 25, 1963, NBC fed two transmissions to Japan via Relay covering the Arlington Cemetery ceremonies for the late President John F. Kennedy and also a portion of the funeral ceremonies in Washington earlier that day.

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NBC-New York, 10/7/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 7, 1964

CREDITS FOR 'MEET THE PRESS' ON NBC

Time: Sundays on the NBC-TV Network, in color, 6-6:30 p.m. NYT, and on the NBC Radio Network 6:30-7 p.m. NYT.

Format: Outstanding persons-in-the-news are interviewed by a panel of newsmen in an unrehearsed press conference.

Producer and permanent panel member: Lawrence E. Spivak

Associate producer: Betty Cole

Moderator: Ned Brooks

Director: Richard Cox

Unit Manager: Robert Amdur

Premiere dates: NBC-TV: "Meet the Press" made its television debut on NBC (in New York only) on Nov. 6, 1947, and on the network Nov. 20, 1947.
NBC Radio Network: May 4, 1952.
(Note: "Meet the Press" began as a regular series on another network on Oct. 5, 1945, after a one-time-only program on June 24, 1945.)

Origination: Mainly in Washington and New York.

NBC Press representative: Stan Appenzeller

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NBC COLOR TELEVISION NEWS

ANNE BANCROFT STARS IN BOB HOPE—"CHRYSLER THEATRE" COLORCAST OF
"OUT ON THE OUTSKIRTS OF TOWN," WILLIAM INGE'S FIRST TV DRAMA

Story of a Turbulent Marriage Also Stars Jack Warden, Fay Bainter

Oscar-winning actress Anne Bancroft will star in "Out on the Outskirts of Town" -- first TV drama by noted playwright William Inge -- on "Bob Hope Presents The Chrysler Theatre" Friday, Nov. 6 (NBC colorcast, 8:30-9:30 p.m. EST).

Jack Warden and Fay Bainter also star in the full-hour production which marks the TV debut of Broadway director Frank Corsaro. Producer is Dick Berg.

The play deals with the crucial days in the marriage of the Garrits, Faye (Miss Bancroft), rebellious daughter of a socially prominent St. Louis family, and Manny (Warden), rough-hewn former baseball star. Manny's awareness of being a "has-been" and a persistent feeling of inadequacy at home, leads him to clash with Faye.

As the drama opens, Faye has just been mistreated "for the last time" and she leaves him, taking her daughter by a former marriage, Julia (Lane Bradbury). Faye is immediately confronted by her strong-willed mother, Mrs. Bennet (Miss Bainter) who exults in the marriage break-up. A crisis must be met and Manny makes a desperate move.

NBC-TV PROGRAM HIGHLIGHT NOV. 6

BOB HOPE PRESENTS THE CHRYSLER THEATRE: "Out on the Outskirts of Town" -- In William Inge's first drama for TV, Oscar-winner Anne Bancroft stars as a woman in the dilemma of a turbulent marriage. Jack Warden and Fay Bainter also star. (Color.)

-----o----- NBC-New York, 10/7/64

NBC COLOR TELEVISION NEWS



— NBC-TV NETWORK COLORCAST SCHEDULE —

For November, 1964 (EST)

MONDAYS THROUGH FRIDAYS

10:30-10:55 a.m. -- "What's This Song?" (except Nov. 26)
11:30 a.m.-12 noon -- "Jeopardy"
12 noon-12:30 p.m. -- "Say When"
12:30-12:55 p.m. -- "Truth or Consequences"
1:30-1:55 p.m. -- "Let's Make a Deal"
3:30-4 p.m. -- "You Don't Say!"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (except Nov. 3 and 4)

SUNDAY, NOV. 1

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, NOV. 2

9-10 p.m. -- "The Andy Williams Show"

WEDNESDAY, NOV. 4

7:30-9 p.m. -- "The Virginian"
9-11 p.m. -- "Wednesday Night at the Movies"

THURSDAY, NOV. 5

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, NOV. 6

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

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2 - NBC-TV November Colorcast Schedule

SATURDAY, NOV. 7

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12 noon-12:30 p.m. -- "Exploring"
12:30-1 p.m. -- "NBC Sports Special"
1:15-4 p.m. -- NCAA Football Game -- Michigan vs. Illinois.
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, NOV. 8

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, NOV. 9

9-10 p.m. -- "The Jonathan Winters Show"

TUESDAY, NOV. 10

9:30-10 p.m. -- "That Was the Week That Was"
10-11 p.m. -- "Bell Telephone Hour"

WEDNESDAY, NOV. 11

7:30-9 p.m. -- "The Virginian"

THURSDAY, NOV. 12

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, NOV. 13

8:30-9:30 p.m. -- "Danny Thomas Special"
10-11 p.m. -- "The Jack Paar Program"

SATURDAY, NOV. 14

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12 noon-12:30 p.m. -- "Exploring"
12:30-1 p.m. -- "NBC Sports Special"
1:15-4 p.m. -- NCAA Football Game -- Notre Dame vs. Michigan State.
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

(more)

3 - NBC-TV November Colorcast Schedule

SUNDAY, NOV. 15

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, NOV. 16

9-10 p.m. -- "The Andy Williams Show"

TUESDAY, NOV. 17

9:30-10 p.m. -- "That Was the Week That Was"
10-11 p.m. -- "The Louvre" -- an NBC News Department special.

WEDNESDAY, NOV. 18

7:30-9 p.m. -- "The Virginian"
9-11 p.m. -- "Wednesday Night at the Movies"

THURSDAY, NOV. 19

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, NOV. 20

10-11 p.m. -- "The Jack Paar Program"

SATURDAY, NOV. 21

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12 noon-12:30 p.m. -- "Exploring"
(NOTE: "NBC Sports Special." Check local stations for tele-
cast time in your area)
(1:15 p.m. CST -- NCAA Football Game -- Midwest Region only.
Illinois vs. Michigan State)
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, NOV. 22

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

MONDAY, NOV. 23

9-10 p.m. -- "The Andy Williams Show"

(more)

4 - NBC-TV November Colorcast Schedule

TUESDAY, NOV. 24

9:30-10 p.m. -- "That Was the Week That Was"
10-11 p.m. -- "Bell Telephone Hour"

WEDNESDAY, NOV. 25

7:30-9 p.m. -- "The Virginian"

THURSDAY, NOV. 26

10-11:30 a.m. -- "Macy's Thanksgiving Day Parade"
2:45-5:30 p.m. -- NCAA Football Game - Alabama vs. Auburn
5:30-6:30 p.m. -- "NBC Children's Theatre" - "Quillow and the Giant"
(Repeat).
7:30-8:30 p.m. -- "Your All-Time Favorite Songs" -- special program.
9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

FRIDAY, NOV. 27

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "NBC Follies of 1965"

SATURDAY, NOV. 28

9:30-10 a.m. -- "The Hector Heathcote Show"
10-10:30 a.m. -- "Underdog"
12 noon-12:30 p.m. -- "Exploring"
1:15-4 p.m. -- NCAA Football Game - Army vs. Navy.
7:30-8 p.m. -- "Flipper"
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

SUNDAY, NOV. 29

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
8:30-10 p.m. -- "The World's Greatest Showman" -- repeat of special program.

MONDAY, NOV. 30

9-10 p.m. -- "The Andy Williams Show"
10-11 p.m. -- Hallmark Hall of Fame - "The Other World of Winston Churchill."

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NBC-New York, 10/7/64

FROM THE NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York, N. Y. 10020

JACK TRACY
ROOM 320

2-X-H

ROBERT W. SARNOFF ARRIVES IN TOKYO

TOKYO, Oct. 8 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, arrived in Tokyo today to join the NBC team covering the 1964 Olympic Games.

Arriving aboard a Pan American Airways flight from San Francisco, Mr. Sarnoff was met at Tokyo International Airport by Jim Kitchell, producer of NBC-TV's Olympic coverage, and John Rich, NBC News' Far East chief.

Mr. Sarnoff will meet with the 55 members of NBC's Olympic team Friday in the NBC-TV studio in the Olympics broadcasting center. On Saturday, he will attend the opening ceremonies of the Games of the XVIII Olympiad at National Stadium as the guest of Yoshinori Maeda, President of NHK (Japan Broadcasting Corporation).

On Tuesday, Mr. Sarnoff will visit the Fuchu Air Station to receive a briefing on U. S. Forces Japan and the American Red Cross activities in the Pacific Command. He is the National Fund Co-Chairman for the 1965 American Red Cross campaign.

Lt. Gen. Maurice A. Preston, Commander, USFJ, will be host of a luncheon in Mr. Sarnoff's honor during the afternoon visit. After the briefings, the NBC Chairman will travel to Tachikawa Hospital to meet Red Cross volunteers and staff from all U. S. bases in the Kanto area. He will be accompanied by George E. Hand, ARC Director of Operations for the Far Eastern area, and Mr. Rich.

On Tuesday night, Mr. Hand will be host of a formal reception in Mr. Sarnoff's honor at the Sanno Hotel in downtown Tokyo. Attending will be key personnel from the U. S. embassy, U. S. Forces Japan, the American and Japanese Red Cross and the U. S. business community.

October 8, 1964

CITIZENS FOR GOLDWATER-MILLER COMMITTEE BUYS TOTAL
OF 40 PARTICIPATIONS IN NBC RADIO'S "MONITOR"

The Citizens for Goldwater-Miller Committee has purchased a total of 40 participations in "Monitor" on the NBC Radio Network for the next four weekends, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The Citizens for Goldwater-Miller Committee sponsorship was purchased in "Monitor" for the following Saturday and Sunday programs: Oct. 10-11, 17-18, 24-25 and Oct. 31-Nov. 1.

The order was placed through The Don Kemper Company Inc.

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October 8, 1964

SHERWIN-WILLIAMS BUYS INTO 4 PRIME-TIME NBC-TV SHOWS

The Sherwin-Williams Co. has purchased sponsorship in four prime-time NBC-TV programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Jack Paar Program," "That Was the Week That Was," "Saturday Night at the Movies" and "Wednesday Night at the Movies."

The agency for the Sherwin-Williams Co. is the Griswold-Eshleman Co. of Cleveland.

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October 8, 1964

ANDREW JERGENS BUYS SPONSORSHIP IN 4 PRIME-TIME NBC-TV SHOWS

Purchase of sponsorship by the Andrew Jergens Co. in four prime-time NBC-TV programs for 1964-65, was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "Mr. Novak," "90 Bristol Court," "The Jack Paar Program" and "Saturday Night at the Movies."

The order was placed through Cunningham & Walsh Inc.

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ROBERT HOOKS TO STAR IN STORY OF BRAVE FUGITIVE
SLAVE ON 'PROFILES IN COURAGE'

Robert Hooks has been signed by producer Gordon Oliver to star in the title role of "The Frederick Douglass Story," about a fugitive slave who denounced slavery publicly and thus risked recapture, on NBC-TV's "Profiles in Courage."

Claudia McNeil, Harry Townes and Frederick O'Neal also were signed. Sherman Marks will direct the teleplay by Don M. Mankiewicz which began production Oct. 7 at Desilu-Culver. Hooks, who starred in the off-Broadway play, "Dutchman," was recommended to Robert Saudek Associates Inc. for the Douglass role by critic Walter Kerr.

The "Profiles in Courage" series will begin Sunday, Nov. 8 (6:30-7:30 p.m. EST). Telecast date of "The Frederick Douglass Story" will be announced.

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CORRECTION, PLEASE

In story released Oct. 7, announcing Westclox sponsorship in "Today" and "Tonight Show Starring Johnny Carson" Oct. 23 and "Sunday" Oct. 25, please delete agency listed and substitute following:

MacManus, John and Adams Inc.

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NBC-New York, 10/8/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 8, 1964

----- 'TODAY' SHOW TO VISIT CHICAGO FOR 3 TELECASTS -----

Programs Will Focus on City's People, Cultural and Educational Institutions--Gubernatorial Candidates to Be Interviewed

The "Today" show will visit Chicago to present three programs on the city, past and present, its special qualities and its cultural and educational institutions Tuesday, Oct. 20, Wednesday, Oct. 21 and Thursday, Oct. 22 on the NBC-TV Network (7-9 a.m. EDT).

Guests on the programs will be the Illinois gubernatorial candidates, Governor Otto Kerner, Democratic, and Charles Percy, Republican, and other noted Chicagoans, including columnist Irv Kupcinet of the Chicago Sun-Times, author A. C. Spectorsky, actress Eugenia Leontovich and Allan McNab, director of administration of the Art Institute of Chicago.

The three programs will originate at the Chicago Art Institute, the 40th-floor terrace of a skyscraper apartment on the shore of Lake Michigan, and the University of Chicago.

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BROADCASTING'S LARGEST NEWS ORGANIZATION

NBC NEWS

2-X-H

BROADCASTING'S LARGEST NEWS ORGANIZATION

— ALINE SAARINEN BECOMES NBC NEWS CORRESPONDENT —

Noted Art Critic Is Third Woman Correspondent on Staff

FOR RELEASE MONDAY, OCT. 12

Aline Saarinen, art and architecture editor of NBC-TV's "Sunday" program and art critic on the network's "Today" show, has been named an NBC News correspondent, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

In her new assignment, Mrs. Saarinen will continue to appear on "Sunday" and "Today" as well as on other NBC News programs. She becomes the third woman correspondent for NBC News. The others are Nancy Dickerson, Washington correspondent, and Pauline Frederick, United Nations correspondent.

Mrs. Saarinen has been a "Sunday" feature reporter since the program started in the Fall of 1963, and her many assignments as architecture and art editor have taken her across the country and to various parts of the world. During her two years on "Today" she has covered such subjects as city planning, postage stamp designs, museum-going, pop art, new artists and the custom of honorary degrees.

She was also the narrator on NBC-TV's full-hour color special, "The Art of Collecting," Jan. 19, 1964, which won wide acclaim.

Mrs. Saarinen, widow of the world-famous architect Eero Saarinen, distinguished herself as an art authority, author and critic in many fields before entering television. From 1944 to 1948 she was a member of the staff of Art News, and from 1948 to 1959 was with the New York Times as associate art editor and critic.

(more)

She is the author of the 1958 best-seller, "The Proud Possessors," about American art collectors. Her articles on art, architecture, social-cultural history, travel and the theatre have appeared in Atlantic Monthly, Vogue, Saturday Review of Literature, Reader's Digest, Cosmopolitan and other publications.

Mrs. Saarinen has received many awards, including the Frank Jewett Mather Award and the American Federation of Arts Award for best newspaper art criticism (in 1953). In 1957 she received a Guggenheim fellowship to complete "The Proud Possessors," and recently she was given an honorary degree, Doctor of Humane Letters, from the University of Michigan. She is a member of the Commission of Fine Arts in Washington, D. C.

A native of New York City, Mrs. Saarinen was graduated from Vassar College, where she was elected to Phi Beta Kappa. She has a Master's degree from New York University's Institute of Fine Arts.

Mrs. Saarinen lives in New York with her nine-year-old son, Eames. She also has two married sons.

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NBC-New York, 10/9/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 9, 1964

HOW NBC NEWS WILL OFFER SWIFT, COMPREHENSIVE TV AND RADIO COVERAGE OF BRITISH ELECTIONS

Americans tuned into NBC-TV and NBC Radio Thursday, Oct. 15 will know the outcome of the British elections almost as soon as the British themselves.

Working out of the British Broadcasting Corporation studios in London, NBC News correspondents Chet Huntley, Joseph C. Harsch, Kenneth Bernstein and Welles Hangen will make direct live reports via Relay II Satellite and regular radio cable transmissions throughout the evening.

NBC-TV and NBC Radio will interrupt its regular programming with special bulletins from London as trends in the election become apparent. First returns are expected to be reported by Huntley via live satellite telecast about 5 p.m. EDT and during the regular "Huntley-Brinkley Report." Further returns will be televised live during satellite passes shortly before 9 p.m. EDT and shortly after midnight.

NBC Radio will broadcast live reports 8:45-9 p.m. and 9:45-10 p.m. EDT, as well as direct hot line reports as events warrant.

Huntley is in Great Britain now for pre-election coverage, duplicating David Brinkley's week in the country

(more)

2 - British Election

earlier in the campaign for the "Huntley-Brinkley Report."

A complete wrapup of the British election results will be presented on NBC-TV's "Today" show Friday, Oct. 16. Follow-up reports also will be broadcast from London on NBC Radio Oct. 16 during regular news programs.

Elliot Frankel will act as television producer in London, with Ray Weiss serving as over-all coordinator of the NBC News operation.

A special preview of the British elections and their significance will be presented on NBC-TV Sunday, Oct. 11 (5-5:30 p.m. EDT).

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NBC-New York, 10/9/64

NBC COLOR TELEVISION NEWS



October 9, 1964

— CHANGE FOR NBC-TV NETWORK'S NOVEMBER COLORCAST SCHEDULE —

Wednesday, Nov. 4

Add: "The Tonight Show Starring Johnny Carson."

It will be telecast as follows:

11:15-11:30 p.m., EST,

and

12:30-1 p.m., EST.

Program will be interrupted for one hour (11:30 p.m. to 12:30 a.m.) by an NBC News post-election wrapup.

NBC FEATURE

October 9, 1964

ELIZABETH HUBBARD, WHO PORTRAYS A PHYSICIAN IN NBC-TV'S 'THE DOCTORS' SERIES, TO PLAY A NURSE IN BROADWAY PLAY

Elizabeth Hubbard, who portrays Dr. Althea Davis in NBC-TV's daytime serial drama "The Doctors" (Monday through Friday, 2:30 p.m. EDT), will switch to a nursing role, when she opens in the Broadway play "The Physicists" Tuesday (Oct. 13). The attractive blonde actress will appear in the role of a nurse -- a murder victim -- in the stage drama starring Hume Cronyn and Jessica Tandy.

"Being added to the cast of "The Physicists" just a week before it opens on Broadway is kind of like a movie version of an actress's life," Elizabeth said. "My agent called me away from a rehearsal for 'The Doctors' to give me the news about 'The Physicists.' I learned the scene and went into the preview performance the next night, letter-perfect. That's what doing daytime television does for you. Everyone was so surprised that I was all prepared, but I've become accustomed to learning lines in a hurry."

Because of her "medical duties" on "The Doctors," Miss Hubbard will be excused from the Wednesday matinee each week, when her understudy will play the role of the stage nurse.

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JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

October 12, 1964

NBC NEWS WILL BRING ELECTION RESULTS TO NATION ON TV AND RADIO
WITH STAFF OF 10,000 AND UNPRECEDENTED COMPUTER EQUIPMENT

Coverage 'Will Open New Era in Electronic
Journalism,' Says William R. McAndrew

The largest NBC News staff combined with the greatest concentration of computer equipment ever used to cover a national election will bring 1964 election results to nationwide television and radio audiences Tuesday, Nov. 3 with unprecedented speed, accuracy and depth of analysis, William R. McAndrew, Executive Vice President in charge of NBC News, announced today.

"Our election coverage will open a new era in electronic journalism," Mr. McAndrew said. "We will report projections in the Presidential contest -- nationally and by states -- and in the races for Senate seats and governorships as determined by NBC's 'Electronic Vote Analysis,' which utilizes a bank of seven RCA computers. Electronic Vote Analysis (EVA), in addition, will provide us with data explaining and comparing the results at the rate of 900 lines a minute. This is enough copy to fill a room 10 feet square and 10 feet high every hour. Such a vast quantity of analytical material has never been available in any past election."

Mr. McAndrew said NBC News will receive vote totals faster than ever before by telephone and teletype from its own reporters in 6,000

(more)

specially selected voting precincts, as well as through the rapid vote-gathering and tabulating operation of the new Network Election Service formed by NBC, ABC, CBS, The Associated Press and United Press International.

"We expect to have the results in many of the key races within the first hour or two we are on the air," he said.

A team of experienced political reporters, headed by Chet Huntley and David Brinkley, will present the election coverage on NBC-TV. Huntley and Brinkley, as anchor men, will coordinate the entire coverage. They will report the running totals of the Presidential popular and electoral vote nationally, and individually in the 50 states and the District of Columbia. They will describe the overall election situation, including voting trends in Senate, House and gubernatorial contests. On the basis of EVA data, they will give the reasons why the winners won and the losers lost, and why various segments of the population voted as they did. They also will introduce and comment on NBC News' special coverage of many candidates by correspondents with mobile units across the country.

John Chancellor will report the projections in all significant races. He will share with Huntley and Brinkley the important assignment of explaining the factors that determined the voters' choice.

Frank McGee will cover the 35 Senatorial races by state, and will summarize periodically the contests for 435 House seats, showing what form the new makeup of both Houses is taking.

The 25 gubernatorial races will be reported individually, and the results related to the broader election picture.

Supervision of NBC News' projections and analysis will be the principal function of Robert Northshield, General Manager of NBC News,

(more)

who has been responsible for the network's entire political coverage this election year.

The Election Night operation will be supervised by Mr. McAndrew and Julian Goodman, Vice President, NBC News. Reuven Frank will be executive producer of the television coverage.

A five-man team of equally experienced reporters will head a separate staff covering the election on NBC Radio. These five NBC News correspondents and their assignments are: Russ Ward, anchor man; Robert McCormick, projections; Morgan Beatty, analysis; Peter Hackes, Presidential returns; and Richard Harkness, Senate, House and gubernatorial returns.

James Holton will produce the radio coverage under the supervision of Russell C. Tornabene, NBC Manager of News Operations, who will be executive producer.

The television and radio coverage will be sponsored entirely by the Gulf Oil Corporation.

NBC News will have more than 10,000 people working exclusively on its election coverage. In addition, NBC will furnish the Network Election Service some 70,000 people to gather and tabulate votes.

The television and radio coverage will originate in Peacock Studio, the largest NBC studio in New York's Rockefeller Center, which has been completely remodeled for this one night event. Huntley and Brinkley will work from a semi-circular deck supported by steel rods from the ceiling. The platform has a radius of 24 feet and is 10 and one-half feet off the floor. From there they will have an unobstructed view of the large digital display panels rising from other platforms which line two sides of the studio.

(more)

As seen from the Huntley-Brinkley anchor deck, the first panel at the left will show the entire election situation at a glance. It will have five digital boards displaying the popular and electoral votes for President Johnson and Senator Goldwater and recapitulations of Senate, House and gubernatorial results.

From this panel, three long curved bays will extend to the right of the anchor deck. They will present state-by-state breakdowns of, first, the Presidential vote, then the Senatorial vote and finally the gubernatorial vote. This grouping of the results according to office, instead of regionally, was first used by NBC News in the 1956 election. An additional panel will summarize results in the contests for House seats.

Chancellor will work in the Electronic Vote Analysis area next to the master panel with the overall results. McGee and a correspondent covering the gubernatorial races will work from desks in front of their respective bays or by walking along the platforms and pointing out specific results.

The space between the digital panels and the Huntley-Brinkley deck across the room will be filled with the RCA computer equipment. Computer components also will occupy the space under the anchor deck, and will extend into adjoining rooms and space partitioned off in the wide hallway outside Peacock Studio.

The radio team will work on a balcony adjacent to the television anchor deck.

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NBC-New York, 10/12/64

FROM THE NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York, N. Y. 10020

October 12, 1964

GEORGE HEINEMANN AND "NBC CHILDREN'S THEATRE" ARE 1964 WINNERS OF MONTE MEACHAM AWARD, PRESENTED BY CHILDREN'S THEATRE CONFERENCE

George Heinemann and "The NBC Children's Theatre" have been named winners of the 1964 Monte Meacham Award, presented annually by the Children's Theatre Conference "for outstanding service to children through drama."

Mr. Heinemann, who developed "The NBC Children's Theatre" and is executive producer of the series, has been Manager of Public Affairs for NBC News since 1959.

In presenting the award to Mr. Heinemann, Jed H. Davis, director of the Children's Theatre Conference, cited "The NBC Children's Theatre" for its "high level of imagination and artistry employed in the best tradition of children's drama."

The Monte Meacham Award was named in honor of the late founder of the Children's World Theatre. Mr. Meacham also served for three years on the governing board of the Children's Theatre Conference, which is a division of the American Educational Theatre Association Inc.

Previous recipients have been Danny Kaye and Mary Chase, among others.

During the 1963-64 television season, "The NBC Children's Theatre" won critical acclaim and numerous awards for the excellence of its productions, which included "Quillow and the Giant" and "Robin Hood."

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October 12, 1964

DANNY THOMAS OPENS HIS SERIES OF NBC COLOR SPECIALS WITH
GUESTS DICK VAN DYKE, JULIET PROWSE AND PICCOLA PUPA,
AND FRANK DeVOL AND HIS ORCHESTRA

Danny Thomas's first NBC-TV appearance under his new contract for full-hour color specials is scheduled Friday, Nov. 13 (8:30-9:30 p.m. EST) on the "Danny Thomas Special" with guest stars Dick Van Dyke, Juliet Prowse and Piccola Pupa, and Frank DeVol and his Orchestra.

The hour of music and comedy will feature Danny's explanation of why he decided not to retire from showbusiness, followed by comedy skits with Van Dyke and Miss Prowse.

Musical selections include "Keep Smiling at Trouble" (Thomas solo), "Renato" (Pupa solo), "Ciao, Ciao, Bambine" (Thomas and Pupa), "Carolina in the Morning" (Thomas and Pupa), "You're the Top" (Thomas, Van Dyke and Prowse), and "Musetta's Waltz," sung by 14-year-old Semina DeLaurentis, a Hartford, Conn. youngster who won a teenagers contest sponsored by Danny to give the nation's youth a chance to appear on this and forthcoming specials.

(more)

Miss Prowse will demonstrate Lebanese, African and modern jazz dance styles. "The Clown Dance" will feature a large cast of Hollywood's top dancers interpreting a day at the circus.

The "Danny Thomas Special" was produced by George Schlatter and directed by Alan Handley.

— NBC-TV PROGRAM HIGHLIGHT NOV. 13 —

DANNY THOMAS SPECIAL -- Danny Thomas opens his season of five NBC specials and is joined by guests Dick Van Dyke, Juliet Prowse and Piccola Pupa, and Frank DeVol and his orchestra for a full-hour of music comedy and dance.
(Color.)

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NBC-New York, 10/12/64



October 12, 1964

CREDITS FOR THE 'DANNY THOMAS SPECIAL' ON NBC-TV

Time: NBC-TV colorcast, Friday, Nov. 13 (8:30 to 9:30 p.m. EST).

Star: Danny Thomas

Guest Stars: Dick Van Dyke, Juliet Prowse, Piccola Pupa.

Format: Music, comedy and dance.

Producer: George Schlatter

Director: Alan Handley

Writers: Garry Marshall, Jerry Belson, Harry Crane
(Dick Van Dyke's special material by Bob Mott)

Associate Producer: Bob Wynn

Music: Frank DeVol and his Orchestra.

Choreography: Mark Breaux and Dee Dee Wood

Special Lyrics: Shirley Henry

Art Director: Jay Krause

Costume Design: Ray Aghayan and Robert Mackie

Makeup: Claude Thompson

Origination: NBC Color City, Burbank, Calif.

Sponsors: Various

Production Company: Rosemarie Productions.

NBC Press
Representatives: Bill Kiley (Hollywood), Betty Lanigan (New York).

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NBC RADIO NETWORK PROGRAM

MENLEY AND JAMES LABORATORIES FAMILY LIFE INSTITUTE
TO PRODUCE 'FAMILY LIVING' PROGRAM

NBC Radio's "Family Living" program will be produced by the Menley and James Laboratories Family Life Institute starting Oct. 18. It was formerly produced by the Educational Division of the Modess Family Life Institute.

The program, a regular weekly public service feature of the NBC Radio Network since 1957, won a George Foster Peabody Award for outstanding public service in 1960. It brings together outstanding personalities and authorities in education, business, religion, medicine, entertainment, music, government, civic affairs and other areas for informal discussions of subjects of significance to American family life. It is broadcast Sundays from 12:05 to 12:30 p.m. NYT.

The Oct. 18 broadcast will conclude a two-installment discussion of "The Sad Tale of the Overindulgent Parent." Panelists will be Kitty Carlisle and A. D. Buchmueller, director of the Child Study Association. Edwin Lee is the program's moderator.

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NBC-New York, 10/12/64

October 13, 1964

CHASE & SANBORN TO OBSERVE 100TH ANNIVERSARY WITH AN NBC RADIO SPECIAL RECALLING SHOWBUSINESS GREATS OF SPONSOR'S BROADCASTS

"The Chase & Sanborn 100th Anniversary Radio Show" will bring back the "golden age of radio" in a special broadcast preempting "Monitor" on the NBC Radio Network Sunday, Nov. 15 (7:05 to 8 p.m. EST).

Edgar Bergen and his two traditional pals, Charlie McCarthy and Mortimer Snerd, will introduce and tie together the show which will feature the great comedy material taped from the transcriptions of the old "Chase & Sanborn Hour" of the 1930's and 1940's. This should strike a chord in the memory of people who gathered around the radio in family living rooms on those Sunday nights to listen to the top talent presented on the hour.

The "100th Anniversary Show" will consist of comedy segments from the original shows, not re-creations or re-enactments. Edgar, Charlie and Mortimer will recall the days when headline talent flocked to the hour as guests and regular performers. Among the stars featured are: Fred Allen, Mary Pickford, Don Ameche, Eddie Cantor, Marsha Hunt, Rudy Vallee, Margaret O'Brien, Nelson Eddy, Alec Templeton, Ogden Nash, Jack Oakie, Adolphe Menjou and his wife Verree Teasdale, Charles Laughton and Major Edward Bowes.

Some of Charlie's rivalries and romances will be revived, such as his feud with W. C. Fields, who frequently threatened to reduce him to a pile of kindling wood, and his crushes on most of the reigning glamour girls, including Dorothy Lamour and Rosalind Russell.

(more)

Carroll Carroll will produce and write the special, bringing to it his years of experience in producing big-time radio shows. Carroll wrote the Bing Crosby radio show for 10 years and followed that with another nine years with Bing's brother Bob. He also acted as a consulting writer on all Chase & Sanborn shows and has diverse reference sources for the talent and programs out of which he is creating this radio special. Another touch of authenticity is the announcer, Jimmy Wallington, who announced Chase & Sanborn's "Eddie Cantor Show" for years.

Chase & Sanborn is a brand name of Standard Brands Inc. The agency is J. Walter Thompson.

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NBC-New York, 10/13/64



NATIONAL WILDLIFE FEDERATION HONORS 'WILD KINGDOM' COLOR SERIES

"Mutual of Omaha's Wild Kingdom" NBC-TV color series was cited today by the National Wildlife Federation for "outstanding achievement in furthering the cause of conservation during 1964." Marlin Perkins, host of the Sunday series (5 p.m. NYT) and director of the St. Louis Zoo, accepted the citation at NBC's Studios in New York.

In presenting the Federation's first major award in the communications field, Thomas L. Kimball, executive director of the 2,000,000-member citizens' conservation organization, said, "This outstanding television show, under the able leadership of Marlin Perkins, has done much to acquaint the American people with the great value of wild birds and animals. It has been a major force in alerting the public to the need for conserving our wildlife heritage."

The Federation award is a unique statuette of the whooping crane, one of this country's most interesting and most endangered species of wildlife. The replica was molded in natural color, one-seventh life size, from an original model created by Norman N. Deaton, one of America's leading wildlife sculptors. The National Wildlife Federation selected the whooping crane as the symbol for its award because the bird typifies the need for sound wildlife management, especially the protection of wetlands and other habitats essential for survival of wild birds and animals.

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NBC-New York, 10/13/64

"90 BRISTOL COURT'S" PATRICIA BARRY HONORED BY STEPHENS COLLEGE

Stephens College, Columbus, Mo., will honor a favorite alumnus, NBC-TV star Patricia Barry, by naming a new TV studio after her in dedication ceremonies Oct. 22. Miss Barry plays Kate Harris in the "Harris Against the World" portion of NBC-TV's "90 Bristol Court" Mondays (7:30-9 p.m. EST).

The studio will be named the Patricia Barry Television Studio and will be a part of a large new learning center at the college. Miss Barry studied for two years at Stephens under the tutelage of the famed Maude Adams. The school also honored Miss Barry last year with a special achievement award and an honorary degree.

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GUY RAYMOND OF "90 BRISTOL COURT" AIDS HOLLYWOOD GOLF EVENT

Guy Raymond, co-star of NBC-TV's "90 Bristol Court," will draw on fellow actor-members of the Hollywood Hackers Golf Club to produce a variety show celebrating the \$40,000 Mountain View Open, a PGA golf tournament, at Coronado, Calif., Oct. 22-25.

As entertainment chairman for the Hackers and producer of the show, Raymond is enlisting such stars as Jose Ferrer, Chuck Connors, Claude Akins, John Agar, John Larch, Jack Kruschen, and Skip Young in preparing the program. The show -- and banquet -- will be presented at the Mountain View Country Club Oct. 21 on the evening before the tournament.

Raymond and many members of the Hackers will also participate in the \$5,000 Pro-Amateur Tourney which precedes the Open.

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October 13, 1964

'FANTASTICK' IDEA!

Audience of Long-Run Off-Broadway Production of 'The Fantasticks'
Sunday Will Stay in Seats to View 'Hall of Fame' Color TV Version

The audience attending the Off-Broadway performance of "The Fantasticks" at New York's Sullivan Street Playhouse Sunday, Oct. 18 will have the opportunity of setting a precedent. Upon completion of the live performance, the audience will be invited to remain in their same theatre seats for a viewing of the "Hallmark Hall of Fame" color-cast production of "The Fantasticks" on NBC-TV (10-11 p.m. EDT).

Three color sets will be placed on the stage of the Sullivan Street Playhouse and the members of the Off-Broadway cast will join the audience out front at 10 p.m. to see the television adaptation of the Tom Jones-Harvey Schmidt musical, which has been produced and directed by George Schaefer.

An early curtain (7:30 p.m.) will be necessary for the 1,863rd performance of the long-run Off-Broadway success, in order to be finished in time for the NBC-TV version, which stars Ricardo Montalban, Bert Lahr, Stanley Holloway and newcomers Susan Watson and John Davidson. The production, which opens the 14th season for Hallmark, was adapted for television by Robert Hartung.

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JACK TRACY
ROOM 320

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NBC TRADE NEWS

GULF OIL RENEWS, FOR 5TH STRAIGHT YEAR, SPONSORSHIP OF
NBC-TV'S "INSTANT NEWS SPECIALS" AND THE YEAR-END
"PROJECTION" HOUR FORECASTING WORLD EVENTS

Gulf Oil Corporation has renewed, for the fifth consecutive year, its sponsorship of NBC-TV "Instant News Specials" -- fast-breaking coverage of national and international news developments -- for 1965, and the NBC News annual full-hour special forecast of world events ("Projection '65" on Dec. 29), it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The number and length of the programs in the "Instant Special" series is determined by the news breaks throughout the year. Thorough and immediate sponsored coverage of world events hours after they occur is possible through the "Instant Special" approach to news reporting.

Among the news developments which may be the basis for 1965 "Instant Specials" are Project Gemini -- the United States mission to land two men on the moon -- and live reports (via satellite relay) on breaking news stories around the world.

"Projection '65," with forecasts by NBC News domestic and foreign correspondents, will be telecast Tuesday, Dec. 29 (10-11 p.m. EST).

Frank McGee will continue as anchorman for most of the network's "Instant News Specials" and as moderator of "Projection '65." Chet Hagan is the producer of these telecasts.

The Gulf order was placed through Young & Rubicam Inc.

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NBC-New York, 10/14/64

NBC TRADE NEWS

October 14, 1964

RECORD SALES REPORTED BY NBC FILMS

More Than 11,000 Hours Already Sold in 1964

NBC Films reports record sales for 1964 with over 11,000 hours already sold, it was announced today by Morris Rittenberg, President, NBC Films, a division of NBC Enterprises. Sales in the third quarter alone exceeded 3,500 hours, and include the sale of 18 programs to 64 stations.

Highlights of NBC Films' third quarter sales are: "Car 54, Where Are You?" comedy series, starring Fred Gwynne and Joe E. Ross as the two zaniest cops ever to disrupt a police force, and which is leading the field with sales in 43 markets. The half-hour series went into syndication in January, 1964. Other major sales are "Hennesey" in 32 markets and "Laramie" in 23 markets.

"Astro Boy" is a success story in its own right, Mr. Rittenberg said. This cartoon series, produced by NBC Films in conjunction with Japan's Mushi Production Co., was recently signed for 52 new episodes because of its popular impact on the junior market. "'Astro Boy's' success underlines NBC Films' conviction that outstanding new programming must be added to the syndication market," Mr. Rittenberg said.

The program has been sold in 29 markets, including: Portland, Me. - WCSH-TV; New York City - WNEW-TV; Washington, D. C. - WTTG-TV; Los Angeles, Calif. - KHJ-TV; Bangor, Me. - WLBZ-TV; Binghamton, N. Y. - WBJA-TV; Orlando, Fla. - WDBO-TV; Chattanooga, Tenn. - WDEF-TV; Memphis, Tenn. - WMCT-TV; Atlanta, Ga. - WSB-TV; Jackson, Miss. -

(more)

WJTV; Little Rock, Ark. - KATV; Norfolk, Va. - WAVY-TV; Winston Salem, N.C. - WSJS-TV; Denver, Colo. - KCTO-TV; Charleston, S.C. - WUSN-TV; Lynchburg, Va. - WLVA-TV; Portland, Ore. - KATU-TV; Corpus Christi, Tex. - KVDO-TV; Greenville, N.C. - WFBC-TV; Knoxville, Tenn. - WBIR-TV; Chicago, Ill. - WNBZ-TV; Wichita, Kans. - KARD-TV; Bowling Green, Ky. - WLTV; Milwaukee, Wis. - WUFH-TV; Cleveland, O. - WEWS-TV; Burlington, Vt. - WCAX-TV; Charlotte, N.C. - WSOC-TV; New Haven, Conn. - WNHC-TV.

"Science in Action," NBC Films' educational half hour produced by the California Academy of Sciences, has proved to be a perfect vehicle for sponsorship by area utilities companies and banks, according to Mr. Rittenberg. "This program is easily made a supplement to secondary school science curriculums because of its excellent coverage and explanation of basic scientific material," he said. A brochure and study guide have been prepared by the Academy.

Some of the institutions sponsoring "Science in Action" are: Pacific Gas and Electric Co., The Wells Fargo Bank, Honolulu Telephone Co., Southern California Edison Co., Public Southwest Society, Central Power and Light, Texas; Sierra Pacific Power Co., American Cyanamid, American Fletcher National Bank, Indiana; Indianapolis Gas and Electric Co. and the Miami Power and Light Co.

The following stations are telecasting the program: KTVU-TV - San Francisco, Cal.; KVOR-TV - Sacramento, Cal.; KHSL-TV - Chico-Redding, Cal.; KIEM-TV - Eureka, Cal.; KHVH-TV - Honolulu, H.I.; KCOP-TV - Los Angeles, Cal.; KSWS-TV - Rosewell, Tex.; KRIS-TV - Corpus Christi, Tex.; KCRL-TV - Reno, Nev.; WNDT-TV - New York City; KGW-TV - Portland, Ore.; KLBK-TV - Lubbock, Tex.; KGNC-TV - Amarillo, Tex.; KSBW-TV - Salinas, Cal.; KSBY-TV - San Luis Obispo, Cal.; WTHS-TV -

(more)

Miami, Fla.; and KEYT-TV - Santa Barbara, Cal. The station to carry the program in Indianapolis will be announced.

Other programs represented in the third quarter 1964 sales are: "People Are Funny," "Life of Riley," "Best of Groucho," "Outlaws," "Funny Manns," "Hopalong Cassidy," "Continental Classroom," "Medic," "Californians," "Silent Service," "87th Precinct," "Richard Boone," and "Celebrity Golf."

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NBC-New York, 10/14/64

NBC TRADE NEWS

October 14, 1964

GENERAL FOODS BUYS INTO 6 NBC-TV DAYTIME SHOWS AND TAKES HALF-SPONSORSHIP IN 'NBC NEWS MORNING REPORT'

General Foods Corporation has purchased sponsorship in six NBC-TV Monday-through-Friday daytime programs for 1964-65, and half-sponsorship of the 10:55 a.m. EDT "NBC News Morning Report," it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

General Foods will co-sponsor the "NBC News Morning Report" with Thomas Leeming and Co.

The six other programs are "Concentration," "Say When," "Truth or Consequences," "The Loretta Young Show," "The Doctors" and "You Don't Say!"

The General Foods order was placed through Young and Rubicam.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

October 14, 1964

NBC'S MARION STEPHENSON TO ADDRESS THIRD CONGRESS
OF AMERICAN WOMEN LEADERS

Marion Stephenson, Vice President, Administration, NBC Radio Network, will be guest speaker Friday, Oct. 23 at a dinner of the Third Congress of American Women Leaders in Washington, D. C. The Congress is held under auspices of the Federation of Business and Professional Women's Clubs.

Miss Stephenson will address the Congress on "How to Be Successful in Business by Really Trying."

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 14, 1964

NBC NEWS' PAULINE FREDERICK TO BE NAMED "WOMAN OF THE YEAR" BY THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

Pauline Frederick, NBC News correspondent at the United Nations, will be named "Woman of the Year" for 1964 by the American Association of University Women for "her contribution to international understanding." She will receive the award Thursday, Oct. 15, in New York.

Among previous winners of the award were Marian Anderson, Margaret Mead and Malvina Hoffman.

As previously announced, Miss Frederick will receive an honorary degree of Doctor of Letters from William Jewell College, in Liberty, Mo., on Nov. 5. It will be her 12th honorary degree.

NBC TELEVISION NETWORK NEWS

PREMIERE

October 14, 1964

'PROFILES IN COURAGE,' NBC-TV SERIES BASED ON PULITZER PRIZE-WINNING BOOK BY PRESIDENT KENNEDY, TO START WITH 'OSCAR W. UNDERWOOD STORY,' STARRING SIDNEY BLACKMER (IN TITLE ROLE) AND VICTOR JORY

"Profiles in Courage" will premiere on the NBC-TV Network Sunday, Nov. 8 (6:30-7:30 p.m. EST), with "The Oscar W. Underwood Story," starring Sidney Blackmer in the title role and Victor Jory as Underwood's campaign manager, Charles Carlin, of Virginia.

The series, produced by Robert Saudek Associates, is based on the Pulitzer Prize-winning book by the late President John F. Kennedy.

The Underwood drama deals with the Ku Klux Klan issue at the 1924 national Democratic convention in New York. U. S. Senator Underwood of Alabama easily could win the Presidential nomination. A known foe of the Klan, Underwood is asked not to make a convention issue of the organization which, in turn, promises to deliver 500 of the needed 732 votes.

The 1924 Democratic convention, which radio station WEAF (now NBC-owned WNBC) broadcast direct from New York's Madison Square Garden, was the longest national convention in American history, running 15 days and 103 ballots.

Historical figures who will be re-created in this drama include William Jennings Bryan (portrayed by Tol Avery), the silver-tongued Nebraska orator who was a former Secretary of State and three-time Democratic Presidential nominee; Forney Johnston (Lamont Johnson), Alabama delegate who nominated Underwood; Gov. William Brandon

(more)

(Woodrow Parfrey), chairman of the Alabama delegation; Graham McNamee (Henry Beckman), WEAF's announcer-commentator covering the convention; delegates Robert L. Owen (Len Wayland), Oklahoma; Edmund H. Moore (Arthur Peterson Jr.), Ohio, Bainbridge Colby (Jason Wingreen), of New York, William Pattangall (Robert Cinder) of Maine, and Homer Cummings (Charles Irving) of Connecticut. These delegates were platform committeemen, with Cummings as chairman.

Executive producer of "Profiles in Courage" is Robert Saudek. Gordon Oliver is producer and Michael Ritchie is associate producer. Lamont Johnson directed the teleplay by David Karp.

NBC-TV PROGRAM HIGHLIGHT NOV. 8

PROFILES IN COURAGE -- "The Oscar W. Underwood Story": Premiere of full-hour series based on the book by the late President Kennedy. In this drama, Sen. Underwood of Alabama (Sidney Blackmer) could have the Democratic Presidential nomination provided he does not make an issue of the powerful Ku Klux Klan at the 1924 Convention.

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NBC-New York, 10/14/64

NBC TELEVISION NETWORK NEWS

October 14, 1964

'TODAY' OFFERS TWO-HOUR SALUTE TO DUKE ELLINGTON
- - -
Ella Fitzgerald and Terri Thornton to Join 'The Duke'
And His Orchestra in Musical Special

Duke Ellington and his orchestra, with singers Ella Fitzgerald and Terri Thornton, will be guests on NBC-TV's "Today" show Thursday, Nov. 5, for a two-hour (7-9 a.m. NYT) musical salute to "The Duke."

This will be the first extended performance by the Ellington band on network television, and will mark Ellington's 40th anniversary as a recording artist.

Members of the band who will appear on the "Today" special include several musicians who have been with Ellington over the years. Among these jazz artists are trumpeters Cootie Williams and William "Cat" Anderson, trombonist Lawrence Brown, saxophonists Johnny Hodges, Harry Carney and Paul Gonzalves and drummer Sam Woodyard. Pianist Billy Strayhorn, Ellington's right-hand man and composer-arranger, also will be featured.

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NBC SPORTS, A DEPARTMENT OF NBC NEWS

October 14, 1964

NBC-TV STEPS UP ITS OLYMPIC COVERAGE THIS WEEKEND WITH THREE HOURS OF PROGRAMMING IN ADDITION TO REGULAR FRIDAY NIGHT REPORT

NBC-TV, which has the exclusive U. S. television rights to the 1964 Olympics in Tokyo, steps up its coverage with three hours of programming this weekend in addition to its regular 15-minute report Friday night, Oct. 16 (11:15 p.m. EDT).

Events that will be shown on the Friday program include men's final track events in the 400-meter hurdles and 800-meter run, the women's 100-meter dash and the women's 100-meter butterflystroke in swimming.

Saturday, Oct. 17, following the NBC colorcast of the NCAA football game between Ohio State and Southern California, a two-hour program on the Olympics will be presented, beginning at 5 p.m. EDT.

Featured events on this program will be the finals of the women's 400-meter run, men's 200-meter dash, men's shot put, and men's 400-meter relay in swimming. Announcers Bud Palmer, Jim Simpson, Bill Henry, Rafer Johnson and Murray Rose also will summarize the highlights of the first week of the Olympics, featuring volleyball, shooting, rowing, wrestling, boxing, basketball, weightlifting, track and field events, and women's high-diving.

(more)

NBC SUMMER OLYMPICS
ESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

Sunday, Oct. 18, is the last day of swimming and diving events in the Olympics. NBC-TV's coverage will begin at 6:30 p.m. EDT and last one hour. Featured events will be the finals in men's high-diving, men's 1,500 meter freestyle, men's 200-meter butterflystroke and women's 400-meter freestyle, as well as the men's 110-meter hurdles and men's 5,000-meter run in the track competition.

NBC-TV will continue with its 15-minute reports Monday, Oct. 19, (11:15 p.m. EDT). Events that day include the first day of the decathlon, the equestrian cross country and the women's 200-meter dash and 400-meter run.

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NBC-New York, 10/14/64



NBC SPORTS, A DEPARTMENT OF NBC NEWS

NBC RADIO OLYMPIC BROADCASTER BOB RICHARDS SCORES WITH
FIRST INTERVIEW WITH GOLD MEDALIST BILLY MILLS

TOKYO, OCT. 14 -- "I just kept praying and trying."

That was the word from Billy Mills to NBC Radio broadcaster Bob Richards in his first interview after being awarded the gold medal for his dramatic, upset triumph in the Olympic 10,000-meter run today.

Richards, himself a two-time Olympic gold medalist, was the first reporter for any news media to reach the 26-year-old Marine lieutenant immediately following the victory ceremony. The NBC Radio commentator spoke to Mills in a passageway under the stands at National Stadium, where the Olympic track and field competition began today.

The 10,000-meter champion told Richards the victory was "the greatest thrill of my life" and that "I felt like crying when they were playing the national anthem."

"It was the greatest thrill of both our lives," he added, as his wife joined him during the interview.

Richards earlier had broadcast the exciting finish of the 26-lap race, in which Mills, with a blistering kick, spurted from third place in the final 50 meters to capture the grueling distance test.

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Richards's race call and interview with Mills were transmitted to New York via San Francisco by cable, along with a resume of the day's activities by announcers Len Dillon and Jay Miller. NBC Radio scheduled the call Wednesday, Oct. 14, at 5:06 p.m. EDT, the interview at 5:53 p.m. EDT, the resume at 6:36 p.m. EDT.

General Mills Inc. is sponsoring the series of 75 five-minute Olympic broadcasts on NBC Radio.

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NBC-10/14/64

MONITOR



THE NBC WEEK-END RADIO SERVICE

October 14, 1964

NBC SPORTSCASTER JOE GARAGIOLA SUBBING FOR
BARRY NELSON AS A 'MONITOR' HOST OCT. 24

NBC sportscaster Joe Garagiola will substitute for Barry Nelson as host of the Saturday afternoon, Oct. 24 (3-6 p.m. EDT) "Monitor '64" segment.

Garagiola is currently part of the announcing team covering the 1964 World Series between the New York Yankees and St. Louis Cardinals for the NBC Television and Radio Networks.

Nelson, who is unable to host "Monitor" this weekend because of a previous commitment, will return to his regular "Monitor" duties Oct. 31.

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JACK TRACY
ROOM 320

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NBC TRADE NEWS

October 15, 1964

MILTON BRADLEY CO. BUYS SPONSORSHIP IN 'TODAY'
FOR SECOND CONSECUTIVE YEAR

The Milton Bradley Company has purchased sponsorship in NBC-TV's "Today" program for the second consecutive year, it was announced today by Mike Weinblatt, Director, Participating Sales, NBC.

"We are delighted that the success of the Milton Bradley 'Today' sponsorship last season has resulted in the renewal of their sponsorship this year," Mr. Weinblatt said.

The many Milton Bradley box games will be advertised on "Today," with host Hugh Downs doing the commercials, in a campaign which begins Nov. 7 and will continue until Christmas. The order was placed through Richard K. Manoff Inc.

"Today" is telecast Mondays through Fridays (7-9 a.m. NYT).

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October 15, 1964

TV FOR GOLDWATER-MILLER COMMITTEE BUYS
90-MINUTE PERIOD OCT. 18 ON NBC-TV

The TV for Goldwater-Miller Committee has purchased the 3:30-5 p.m. EDT time period Sunday, Oct. 18 on the NBC-TV Network, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

(NOTE: "Sunday," regularly broadcast 4-5 p.m. EDT, will not be presented Oct. 18.)

The TV for Goldwater-Miller Committee order was placed by P. R. Counselors Ltd.

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October 15, 1964

LORNE GREENE AND BETTY WHITE TO BE CO-HOSTS AND COMMENTATORS
AGAIN FOR NBC COLORCAST OF MACY'S THANKSGIVING DAY PARADE

- - -

Stars, Championship Bands, Lavish Floats to Participate

For the second consecutive year, Lorne Greene and Betty White will be co-hosts and commentators for NBC-TV's live colorcast of the 38th annual Macy's Thanksgiving Day Parade Thursday, Nov. 26 (10 to 11:30 a.m. EST). (Greene is a star of NBC-TV's "Bonanza" series.)

This holiday spectacle, which has become as traditional as the turkey dinner, will present TV, stage and film notables; 12 championship marching bands from across the country, many lavishly decorated floats and the Radio City Music Hall's famed Rockettes and Ballet.

Many of the entertainers, all the bands and the Rockettes and Ballet will transform Herald Square into an outdoor theater with their performances in front of Macy's, which will be telecast exclusively by the NBC-TV Network.

Six huge Goodyear figure balloons, which are to the parade what cranberry sauce is to turkey, again will dance on air to amuse young and old alike. On this Thanksgiving Day, the 55-foot-high Linus the Lion will make his lofty debut in the company of familiar paraders -- Dino the Dinosaur, Elsie the Cow, Bullwinkle Moose, Donald Duck and Popeye.

Greene and Miss White proved to be a highly popular commentating team with their first joint participation -- last year's Macy's

(more)

Thanksgiving Day Parade. Greene, who is the vigorous patriarch of the Cartwright clan in NBC-TV's "Bonanza," first participated in the Macy Parade in 1961 when he rode the route on horseback. Miss White has been one of the NBC-TV commentators, for the past seven years, of another colorcast spectacle -- the Tournament of Roses Parade -- and again will describe this event next New Year's Day.

Ed Pierce will mark his seventh year as producer of the Thanksgiving Day Parade telecast on NBC-TV. Lee Tredenari will be the director of the 90-minute special, with Sammy Fidler as music director.

This year's telecast will be the fifth consecutive year of color coverage and the 17th time since 1945 that NBC has televised the parade, either nationally or locally.

Complete sponsorship of the Macy's Thanksgiving Day Parade was purchased by Mars Incorporated, the Vick Chemical Co. Div. of Richardson-Merrell Inc., and the Procter & Gamble Co., as previously announced.

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NBC-New York, 10/15/64

NBC TELEVISION NETWORK NEWS

October 15, 1964

HUGH DOWNS TO BE HONORED AT RECEPTION IN CHICAGO
MARKING 25TH ANNIVERSARY IN BROADCASTING

Hugh Downs will be the guest of honor at a reception marking his 25th anniversary in broadcasting when he returns to Chicago next week with NBC-TV's "Today" show.

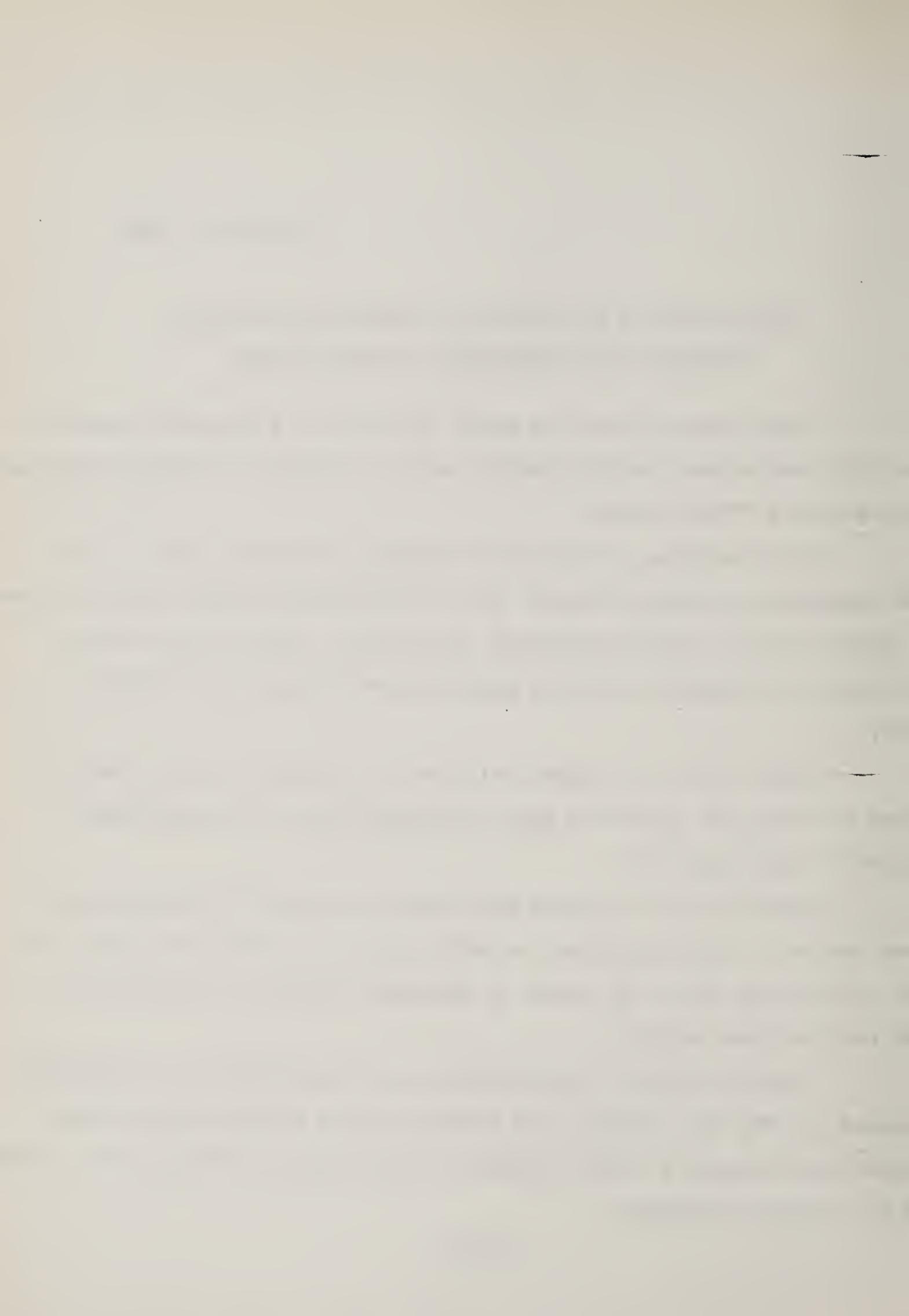
The reception, to be held Wednesday afternoon, Oct. 21 at the Merchants and Manufacturers' Club in Merchandise Mart, will be given by Owned Stations WMAQ and WMAQ-TV in Chicago. Downs worked for the stations as an announcer for 11 years before coming to New York in 1954.

Downs, host of "Today," will be in Chicago to tape three programs for telecast on NBC-TV Oct. 20, 21 and 22. He is also host of NBC-TV's "Concentration."

Many of Downs' friends and former colleagues in Chicago have been invited to the reception, at which Downs will receive a citation "in recognition of his 25 years of dedicated service to broadcasting and the American public."

Lloyd E. Yoder, Vice President and General Manager of WMAQ-TV, WMAQ-AM and FM, will present the citation and a souvenir photo album containing pictures of Downs during his early days in Chicago and of some of his former colleagues.

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Among those invited to the reception are Burr Tillstrom, Fran Allison, Jack Haskell, WMAQ personalities Jack Eigen and Everett Mitchell, Joseph Gallicchio, music director for NBC in Chicago, and Jules Herbaveaux, former Vice President and general manager of the Chicago stations.

Downs, who was born in Akron, Ohio, began his broadcasting career in 1939 as an announcer in Lima, Ohio. He joined WMAQ in 1943 after his discharge from the Army, and worked there until 1954, when he came to New York for NBC-TV's "Home" show. In July, 1957, he became the announcer on "The Jack Paar Show" and was with the late-night series for five years. He has been the host of "Concentration" since 1958 and host of "Today" since September, 1962.

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NBC-New York, 10/15/64

NBC COLOR TELEVISION NEWS



October 15, 1964

ADDITIONS TO NBC OCTOBER AND NOVEMBER COLOR SCHEDULES

Saturdays, Oct. 17, 24 and 31 and Nov. 21

Add: "College Football Scoreboard." This program, which is telecast for 15 minutes after the "NCAA College Football Game," will be presented in color on these dates only.

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GIG YOUNG (OF 'THE ROGUES') MAKING PERSONAL
APPEARANCES IN NORFOLK AND CLEVELAND

Gig Young, who stars as Tony Fleming on NBC-TV's "The Rogues" series (Sundays, 10-11 p.m. NYT) will be grand marshal of the 18th Annual Khedive Temple Shrine Oyster-Bowl Parade in Norfolk, Va., Saturday, Oct. 17. Young will also be a guest at the Shrine Oyster-Bowl football game, which pits the University of Maryland against the University of North Carolina following the parade.

On Friday, Oct. 16, he will be in Cleveland, Ohio, making personal appearances to promote "The Rogues."

Young's appearances were arranged by the NBC Promotion Department.

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NBC-New York, 10/15/64

NBC TELEVISION NETWORK NEWS

ITALIAN ACTRESS DANIELA BIANCHI MAKING HER AMERICAN DEBUT HEADING GROUP OF GUEST STARS IN A 3-PART 'DR. KILDARE' DRAMA SET IN ROME

Italian film star Daniela Bianchi makes her U. S. debut heading an all-star guest cast in "Rome Will Never Leave You," the first three-part drama to be presented on NBC-TV's "Dr. Kildare" series, Thursdays, Nov. 12, 19 and 26 (8:30-9:30 p.m. EST).

Also guest-starring are Donald Harron, Mercedes McCambridge, Fabrizio Mioni, Ramon Novarro, Paul Stewart and Alida Valli.

In the first episode Nov. 12, Dr. Kildare (Richard Chamberlain) accompanies Dr. Gillespie (Raymond Massey) to Rome to witness Dr. Muretelli's (Stewart) demonstration of a medical breakthrough.

Kildare meets the beautiful Francesca Paolini (Miss Bianchi) and they fall in love. Meanwhile, Dr. Gillespie renews a romance with Contessa Luisa Brabante (Miss Valli), whom he met in World War II, while she was serving as a nurse. Gillespie learns from her of Francesca's family-arranged engagement to Armando Di Corregio (Mioni). Kildare is unaware of the situation until Gaspero Paolini (Novarro), Francesca's father, collapses and the fiance accompanies the girl to the hospital.

"Rome Will Never Leave You" was directed by John Newland and written by Sally Benson from a story by Jane and Ira Avery.

— NBC-TV PROGRAM HIGHLIGHT NOV. 12 —

DR. KILDARE: "Rome Will Never Leave You" (Part I of three-part drama) -- Dr. Kildare and Dr. Gillespie go to Rome where Kildare falls in love and Gillespie rekindles a romance.

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NBC-New York, 10/15/64

ALUMINIUM LIMITED PURCHASES ALTERNATE-WEEK
FULL SPONSORSHIP OF "PROFILES IN COURAGE"
ON THE NBC TELEVISION NETWORK

FOR RELEASE MONDAY, OCT. 19

Aluminium Limited (Alcan), has purchased alternate-week full sponsorship of "Profiles in Courage," NBC Television Network's series based on the Pulitzer Prize-winning book by the late President John F. Kennedy. The series will start Sunday, Nov. 8 (6:30-7:30 p.m. NYT).

Aluminium Limited will be making its return to television sponsorship with "Profiles in Courage." The company last sponsored "Omnibus" on NBC-TV.

"We are delighted that Aluminium Limited has chosen 'Profiles in Courage' for its return to network television sponsorship," said Walter D. Scott, Executive Vice President in charge of the NBC-TV Network.

In commenting on his company's sponsorship of the series, Nathanael V. Davis, President of Aluminium Limited, said, "We are proud to be associated with 'Profiles in Courage,' which we believe offers a remarkable combination of historical significance and high entertainment value."

The sponsorship of "Profiles in Courage" also marks a continuation of Aluminium Limited's association with Robert Saudek Associates, producer of "Omnibus" for 10 years, and producer of the new series.

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"Profiles in Courage" will present a series of factual dramas about courageous Americans who risked their careers, and in some cases their lives to fight for principles they believed to be right. The premiere drama of Nov. 8 is "The Oscar W. Underwood Story," starring Sidney Blackmer in the title role of the U. S. Senator from Alabama and Victor Jory as Charles Carlin, his campaign manager.

A number of other prominent Broadway and Hollywood performers have starring roles in the series. Among these are Martin Gabel (Daniel Webster), Wendy Hiller (Anne Hutchinson), Walter Matthau (John M. Slaton), Brian Keith (Thomas Hart Benton), Rosemary Harris (Mary S. McDowell), Burgess Meredith (John Peter Altgeld), Bradford Dillman (Edmund G. Ross), Lee Tracy (Robert A. Taft), and Peter Lawford (Alexander William Doniphon).

Among the top-ranking directors who will contribute to the program are Jose Quintero, Lamont Johnson and Cyril Ritchard. Allan Nevins, DeWitt Clinton Professor of American History Emeritus at Columbia University, is serving as historical consultant.

Other major names associated with the program are Nelson Riddle, who composed the score, and Saul Bass who designed the main titles.

The Aluminium Limited order was placed through J. Walter Thompson Co.

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NBC-New York, 10/16/64



NBC NEWS ELECTION YEAR '64

NBC NEWS SETS UP NATIONWIDE COMMUNICATIONS NETWORK, LINKING
THOUSANDS OF SPECIAL REPORTERS WITH COMPUTER SYSTEM,
FOR ELECTRONIC VOTE ANALYSIS ON ELECTION NIGHT

FOR RELEASE MONDAY, OCT. 19

A nationwide communications network of telephone and teletype lines linking thousands of special NBC reporters with a multi-million dollar computer system will provide NBC News with election returns for its projections and analysis at the rate of 200,000 votes a minute Tuesday, Nov. 3.

Robert Northshield, General Manager of NBC News, said the votes from 50 states and the District of Columbia will be channeled to NBC News Regional Centers in New York, Atlanta, Chicago and San Francisco, and from these will be sped by teletype circuits directly into a bank of RCA computers in NBC's Election Central in New York. NBC's Electronic Vote Analysis, utilizing these computers, will project the winners and produce six miles of analytical data an hour.

The NBC staff working exclusively on Electronic Vote Analysis will number more than 8,000, about 1,200 of whom will man the regional centers. New York will have two Regional Centers in separate downtown locations, one to handle returns from states in the Northeast and the other to collect votes from Middle Atlantic states.

Northshield, who is supervising NBC News' entire political coverage this election year, explained that EVA will get vote totals

(more)

from two different sources -- the new Network Election Service and NBC's own special reporters. The plan will operate as follows:

The Network Election Service formed by NBC, ABC, CBS, The Associated Press and United Press International will have reporters gathering votes in 130,000 of the nation's 177,000 voting precincts. NES will obtain returns from the other 47,000 precincts at the county level.

The returns will be collected in 51 NES state tabulating centers. In most cases, they will have gone through a county tabulating center first. An NBC News staff at each of the 51 state centers will obtain county totals from NES and relay the figures by private telephone lines to an NBC News Regional Center.

In addition, NBC News' special reporters, working independently of NES, will gather returns in 2,941 "key precincts" covering all states and in 2,076 "tag precincts" divided among 30 states. Votes from key precincts will be used in projections, and those from tag precincts will be used in analysis of election results.

The special reporters will use private lines to phone returns directly to an NBC News Regional Center. From the Regional Centers, county totals obtained from NES and precinct returns supplied by NBC's own reporters will be transmitted by teletype lines to the computers in New York.

Every total from a county, key precinct or tag precinct will have an identifying code, so that the information can be properly classified in the computers.

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NBC-New York, 10/16/64

NBC TELEVISION NETWORK NEWS

October 16, 1964

IOWA STATE EDUCATION ASSOCIATION HONORS 'MR. NOVAK'

An Award of Merit was presented today to the NBC-TV series, "Mr. Novak," and its creator and executive producer, E. Jack Neuman, at the Iowa State Education Association meeting in Des Moines.

Angus Robinson, Vice President, Central Sales, NBC-TV, Chicago, accepted the award on behalf of the program and Mr. Neuman. Mr. Neuman, originally scheduled to accept the award, was unable to attend due to illness.

The citation honored "Mr. Novak" for its "Portrayal of the true image of the teacher."

"Mr. Novak," telecast Tuesdays (7:30-8:30 p.m. NYT) stars James Franciscus in the title role and Dean Jagger co-stars as the high school principal. The series is produced by M-G-M. "Mr. Novak" is one of the most highly acclaimed programs on television, honored by educators and winner of a George Foster Peabody Award in 1963.

In accepting the Iowa State Award, Mr. Robinson told the educators that Neuman tours high schools throughout the nation to learn about real situations and problems that make believable, honest dramas. The success of this dedication to a realistic portrayal, Robinson said, was recognized last month by the NEA Journal, which reaches almost 1,000,000 teachers and administrators. He quoted an article in the September, 1964, issue of the magazine, "His (Novak) entrance spelled exit, once and for all, for the public perception of the teacher as mousey Mr. Prim, or as old maid schoolmarm. And today's real live teachers just had to stand up and cheer."

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NBC SPORTS, A DEPARTMENT OF NBC NEWS

October 16, 1964

NBC FULL-HOUR OLYMPIC TELEVISION SPECIAL WILL INCLUDE DECATHLON EVENTS, WITH RAFER JOHNSON (1960 DECATHLON CHAMP) COMMENTATING

One of the most exciting events in the Olympic games is the decathlon, during which athletes compete in 10 track and field events in two days.

In the 1960 games, Rafer Johnson of the United States set a modern Olympic record in the event with 8,392 points in the complicated scoring system. Johnson carried on a tradition that has seen Americans win the decathlon in every Olympics since 1932.

This year, Johnson is in the broadcasting booth for NBC-TV, which has exclusive American television rights to the 1964 Olympics now going on in Tokyo. On Tuesday, Oct. 20, the final five events of the decathlon will be held and NBC-TV will present a special program from 10-11 p.m. EDT with Johnson providing commentary.

Other highlights on the special program will be fencing, judo, Greco-Roman wrestling and women's compulsory and men's voluntary exercises in gymnastics.

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NBC SUMMER OLYMPICS
NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

Later that night, 11:15-11:30 p.m. EDT, NBC-TV will present its regular nightly report on the Olympic games (which end Saturday, Oct. 24). High-lights of this program will be the finals of the women's 800-meter run and women's shotput, as well as the beginning of the final round of the basketball tournament.

Joining Johnson in the description of the decathlon and all the other events will be the NBC-TV commentary crew of Bud Palmer, Jim Simpson, Bill Henry and Murray Rose.

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NBC-New York, 10/16/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 16, 1964

HOW FULL-HOUR NBC-TV 'INSTANT NEWS SPECIAL' PRESENTED

COMPREHENSIVE APPRAISAL OF KHRUSHCHEV STORY

- - -
Kremlin Shake-Up Also Subject of NBC Radio Special

The sudden termination of the power of Nikita Khrushchev in the Soviet Union was the subject of a live "Instant News Special" on the NBC-TV Network Thursday, Oct. 15, 7:30-8:30 p.m. EDT.

Anchored by NBC News correspondent Frank McGee, the report included reaction in foreign capitals as related by NBC News Correspondents Joseph C. Harsch, London; Bernard Frizell, Paris; Welles Hangen, West Germany, and John Rich, Tokyo. Correspondents Elie Abel and John Chancellor in Washington, Frank Bourgholtzer in Paris and Irving R. Levine in Rome presented official Washington reaction as well as some personal recollections of Khrushchev and his successors, Leonid I. Brezhnev, new Russian Communist Party First Secretary, and Aleksei N. Kosygin, new Premier of the Soviet government.

The program was highlighted by an interview by NBC News correspondent Edwin Newman with two professors of the Russian Institute at Columbia University: Alexander Dallin and Zbigniew Brzezinski. These two experts on Russian affairs expressed the belief that Khrushchev's resignation was not voluntary, that the proposed top level meeting of all Communist countries to discuss the Russian split with Communist China now would be canceled, that relations between Russia and China would briefly improve, relations between Russia and

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

the United States would briefly cool off, and that the liberalizing of society inside Russia would continue.

The special telecast concluded with reactions by Senator Goldwater and President Johnson as reported by NBC News correspondents Ron Nesson and Robert Goralski who are assigned to them in the Presidential campaign.

The "Instant News Special" was produced by Chet Hagan and sponsored by Gulf Oil Company.

NBC Radio presented a separate special program, titled "Shake-Up in the Kremlin," Thursday night, 9:05-9:30 p.m. EDT.

NBC News correspondent Wilson Hall anchored the program, which included reports by Chancellor, Hangen, Levine and Kenneth Bernstein, as well as a special analysis by Dr. Leo Grulio, editor of the Current Digest of the Soviet Press at Columbia University.

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NBC-New York, 10/16/64

SAGA OF THE LOST HEDGEHOG HAS HAPPY ENDING

The saga of the lost hedgehog is now over and the "Tonight" Show Starring Johnny Carson" (NBC colorcasts, Mondays through Fridays, 11:15 p.m.-1 a.m. NYT) can return to its more usual pursuits of interviews, comedy and music.

Marlin Perkins, host of NBC-TV's "Mutual of Omaha's Wild Kingdom," was a guest on the Tuesday (Oct. 13) "Tonight" show and demonstrated various animals, including a small hedgehog -- which, incidentally, is a nocturnal mammal.

On Wednesday, Perkins took a cab from his New York hotel to Kennedy International Airport to return to his home base in Chicago. He carried the hedgehog in a small case. Unfortunately, in gathering his luggage, he left his spiny-backed hedgehog companion in the taxi, which was driven by a Brooklyn cabbie named Larry Kleinberg.

When Kleinberg discovered the presence of the hedgehog, he tried in vain to return it to the hotel. The bell captain flatly refused to have any truck with a hedgehog. The New York police refused to enter the hedgehog in their "lost and found" lists, and the puzzled cab driver took the hedgehog to his sister in Paramus, N. J.

On Wednesday night, the "Tonight" show revealed that Marlin Perkins had lost a hedgehog and a friend of Kleinberg's told him on the phone that he was sure his "find" would be welcomed by Johnny Carson.

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On Thursday, a slightly bewildered cab driver made the presentation of the vagrant hedgehog to Johnny Carson on the air. Arrangements were made to fly the animal back to his owner and the driver was given a \$100 reward for his trouble.

How did the hedgehog feel about the whole thing? He said little, but he did try to bite Carson. Just an indication of what he thought of New York, Carson felt.

(Perkins and his animal friends of the "Wild Kingdom" are seen on NBC colorcasts Sundays at 5 p.m. NYT.)

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NBC-New York, 10/16/64

October 19, 1964

'HUNTLEY-BRINKLEY REPORT' COMPLETELY SOLD OUT FOR 52 WEEKS

Purchase of sponsorship in "The Huntley-Brinkley Report" by three additional advertisers, completely selling out the award-winning NBC News program for 52 weeks, was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The three new advertisers in the Monday-through-Friday TV series are the Bauer and Black Division of the Kendall Company, the Colgate-Palmolive Company and Wilkinson-Sword Inc. Tatham-Laird Inc. was the agency for Bauer & Black. Ted Bates was the agency for the Colgate-Palmolive Co. and Wilkinson-Sword Inc.

Other "Huntley-Brinkley Report" sponsors (and their agencies), previously announced, are Block Drug Co. (Grey Advertising), Aluminum Co. of America (Fuller & Smith & Ross), American Chicle Co. (Ted Bates & Co.), American Dairy Association (Compton Advertising Inc.), American Home Products Corp. (Ted Bates & Co.), General Cigar Co. Inc. (Young & Rubicam), John Hancock Mutual Life Insurance Co. (McCann-Erickson), Standard Brands Incorporated (J. Walter Thompson) and The J. B. Williams Co. Inc. (Parkson Advertising).

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October 19, 1964

EASTMAN KODAK TO SPONSOR NBC-TV REPEAT OF 90-MINUTE
COLORCAST, "THE WORLD'S GREATEST SHOWMAN"

The story of Cecil B. DeMille's film career will be presented in a 90-minute color special, "The World's Greatest Showman," on NBC-TV Sunday, Nov. 29 (8:30-10 p.m. EST). This will be a repeat of Dec. 1, 1963.

Eastman Kodak Co., through J. Walter Thompson Co., has purchased full sponsorship of the program, it was announced by Sam K. Maxwell Jr., Director, Special Program Sales, NBC-TV. Eastman also sponsored the first showing of the special program.

Many stars and associates of DeMille relate their experiences with the great director in this colorcast. They include Charlton Heston, Bob Hope, Gloria Swanson, Cornel Wilde, Betty Hutton, Jimmy Stewart, Yul Brynner, Barbara Stanwyck and Edward G. Robinson, and The Rev. Dr. Billy Graham and Samuel Goldwyn.

Film sequences and vignettes from DeMille's pictures, from his first, "The Squaw Man" (1913), to his "Ten Commandments" form a major part of the program.

The writer and creator of the program, Stanley Roberts, spent many months checking through the director's films and mementoes at the

(more)

DeMille Film Library. Roberts and Henry Wilcoxon co-produced the program.

(NOTE: This program pre-empts "The Bill Dana Show" and "Bonanza.")

----- NBC-TV PROGRAM HIGHLIGHT NOV. 29 -----

"THE WORLD'S GREATEST SHOWMAN" -- Story of the film career of Cecil B. DeMille. Many stars and associates will relate their experiences with the director. Film sequences of his motion pictures will be featured.

(Color.) (Repeat of Dec. 1, 1963.)

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NBC-New York, 10/19/64

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

THE FOLLOWING TELEGRAM WAS SENT TODAY BY WILLIAM R. McANDREW, EXECUTIVE VICE PRESIDENT IN CHARGE OF NBC NEWS, TO DEAN BURCH, CHAIRMAN OF THE REPUBLICAN NATIONAL COMMITTEE:

October 19, 1964

Dear Mr. Burch:

I am replying to your two telegrams of Oct. 18, 1964, in which you request "equal and free time" for Senator Goldwater to answer the address made over NBC facilities on Oct. 18 by President Johnson. It is our considered judgment that the President was making a report to the nation on three major developments in world affairs. The appearance of the President in his role as chief executive of this country to discuss matters of such grave importance to the people of the United States does not in our opinion constitute a use of NBC facilities within the meaning of Section 315 of the Communications Act of 1934, which would compel NBC to give equal opportunity to other Presidential candidates.

The Federal Communications Commission, in our judgment, established this principle in 1956 in a ruling which arose out of a somewhat comparable appearance by President Eisenhower during the election campaign that year. Therefore we respectfully decline your request that NBC grant equal opportunity to Senator Goldwater because of the President's appearance.

However, in a spirit of fairness, we are prepared to give time for discussion of the Republican viewpoint on the international developments referred to by the President. If Senator Goldwater were to be the spokesman, this would obligate NBC to grant further equal opportunity

(more)

to all legally qualified minority party candidates. Consequently, we will make available to you personally as chairman of the Republican National Committee an approximate 15-minute period tonight, Monday, Oct. 19, at 8:30 p.m. NYT.

If you desire to use this opportunity to express the Republican viewpoints on developments in Russia, China and Great Britain, please telephone me at the National Broadcasting Company, Circle 7-8300, New York, N. Y.

William R. McAndrew,
Executive Vice President
In Charge of NBC News

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NBC-New York, 10/19/64

NBC TELEVISION NETWORK NEWS

October 19, 1964

PERRY COMO TO TAPE NBC-TV CHRISTMAS SPECIAL IN ROME

- - -

Vatican City and Other Rome Locations to Be Setting of Dec. 17 Hour With Sistine Choir, Roberta Peters, Burr Tillstrom (Kukla and Ollie, Too)

Perry Como will tape a Christmas program in Vatican City and other locations in Rome for presentation on "Perry Como's Kraft Music Hall" on NBC-TV Thursday, Dec. 17 (10-11 p.m. EST).

Guest stars for the full-hour special will include the famed Sistine Choir (in its U. S. television debut), Metropolitan Opera soprano Roberta Peters, and Burr Tillstrom with his puppets Kukla and Ollie.

The Sistine Choir, under direction of Monsignor Domenico Bartolucci, will perform from the Vatican Gardens. Other segments of the holiday show will be taped at various historical landmarks of the Holy City and from the grounds of the Boys Town of Italy.

Como and his production staff and cast will leave for Italy following the season's first telecast of "Perry Como's Kraft Music Hall," which will originate live Thursday, Oct. 29, from Cobo Hall in Detroit.

The special Como shows are produced by Marlo Lewis, directed by Dwight Hemion and written by Goodman Ace with Buzz Kohan and Bill Angelos. Musical supervision and special material is by Ray Charles, and orchestral arrangements and direction are by Nick Perito.

Arrangements for taping the Christmas show were made with the Italian Television Network R.A.I. by Lewis during a recent visit to Italy.

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NEA REPORTER, NATIONAL EDUCATION ASSOCIATION'S PUBLICATION,
DEVOTES FOUR PAGES OF ARTICLES TO NBC-TV'S "MR. NOVAK"

The National Education Association, organization of a million teachers and administrators throughout the U. S. which has paid many tributes to NBC-TV's "Mr. Novak" series for its portrayal of the teacher, has added another salute, the national news organ of the organization, the NEA Reporter, has run a four-page spread of articles on the Tuesday night dramatic series (NBC-TV 7:30-8:30 p.m. NYT).

One article details the role of the advisory committees that work with executive producer E. Jack Neuman in preparing the scripts. Other articles point out that in its research the NEA found that 58 percent of the teachers polled thought that Mr. Novak created a good image of the teacher, and only three percent had a negative reaction, while others gave a variety of answers. Articles based on interviews with the two stars of the program, James Franciscus and Dean Jagger also are included.

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NBC-New York, 10/19/64



NBC SPORTS, A DEPARTMENT OF NBC NEWS

October 19, 1964

NBC-TV SPECIAL OLYMPIC HOUR OF OCT. 23 TO COVER MARATHON RUN AND FINALS IN SEVERAL EVENTS; TOPICS LISTED FOR SUMMARY TELECASTS

NBC-TV continues its exclusive American television reports of the 1964 Olympic Games from Tokyo with regular summaries Wednesday through Friday, Oct. 21, 22 and 23 (11:15-11:30 p.m. EDT) as well as a one-hour special Friday, Oct. 23, beginning at 7:30 p.m. EDT.

The Wednesday program will feature highlights of the men's 1,500-meter run and the men's 1,600-meter and 400-meter relay races. The Thursday program will be devoted to cycling, equestrian events and the boxing semi-finals.

The Friday special hour will include the marathon run and the finals in the high jump, water polo, canoeing, field hockey, yachting and football (soccer). The regular 11:15 p.m. EDT program Friday will present the special competition in men's and women's gymnastics.

The Olympic events are reported by the NBC-TV team of Bud Palmer, Jim Simpson, Bill Henry and former Olympic champions Rafer Johnson and Murray Rose.

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NBC SUMMER OLYMPICS
ESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

JACK TRACY
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NBC TRADE NEWS

October 20, 1964

INSTITUTE OF LIFE INSURANCE BUYS HALF-SPONSORSHIP IN 5 PRIME-TIME
NBC NEWS TV SPECIALS DURING FIRST HALF OF 1965

The Institute of Life Insurance has purchased half-sponsorship in five prime-time NBC News specials to be scheduled during the first half of 1965, it was announced today by Sam K. Maxwell, Director of Special Program Sales, NBC-TV.

Four of the five NBC News specials will be telecast in the Tuesday, 10-11 p.m. EST time period.

The Institute of Life Insurance order was placed through J. Walter Thompson.

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NBC NEWS ELECTION YEAR '64

October 20, 1964

NBC NEWS WILL USE LIVE MOBILE TV FACILITIES ACROSS COUNTRY
FOR COVERAGE OF TOP CANDIDATES ON ELECTION NIGHT
- - -
Correspondents Assigned to Report Activities and Reactions

NBC News will have mobile television facilities across the country for live coverage on Election Night of the Republican and Democratic Presidential candidates, their running mates, and the contenders in five other races of nationwide interest, Robert Northshield, General Manager of NBC News, announced today.

Correspondents who have been following these candidates during the campaign will report on their activities and their reactions as the returns come in that night, Tuesday, Nov. 3. Northshield, who has been responsible for NBC News' entire election year operation, said the live pickups will add an important element of human interest to NBC's complete coverage of the results in the Presidential election and the contests for 35 Senate seats, 435 House seats and 25 governorships. The remote coverage will be under supervision of Chet Hagan, NBC News producer.

The reporters assigned to the four major candidates Election Night are Robert Goralski, White House correspondent, and Nancy Dickerson, with President Johnson; Robert MacNeil, Senator Goldwater; Ray Scherer, with Senator Humphrey, and Richard Hunt, with Representative Miller.

(more)

The candidates in three key Senatorial races and the correspondents covering them are:

California

Senator Pierre Salinger (D.) -- Tom Pettit.

George Murphy (R.) -- Bill Brown.

New York

Senator Kenneth B. Keating (R.) -- Merrill Mueller.

Robert F. Kennedy (D.) -- Herbert Kaplow.

Pennsylvania

Senator Hugh Scott (R.) -- Geoffrey Pond.

Genevieve Blatt (D.) -- Bob Teague.

Candidates in two important gubernatorial contests and the correspondents are:

Illinois

Governor Otto Kerner (D.) -- John Palmer.

Charles Percy (R.) -- Robert Abernethy.

Michigan

Governor George Romney (R.) -- Elie Abel.

Congressman-at-Large Neil Staebler (D.) -- Bill Mattney.

Chet Huntley and David Brinkley will be the anchor men for the television coverage, which will originate in NBC's Election Central in New York.

The NBC-owned stations in five major cities will cut away from the network coverage of national and state elections at 25 minutes and 55 minutes past each hour to present special coverage of local contests. The television anchor men in these cities will be: Gabe Pressman and Bill Ryan, New York; Floyd Kalber and Len O'Connor, Chicago; Jack Latham, Los Angeles; Vince Leonard, Philadelphia; and Charles Murphy, Washington.

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NBC-New York, 10/20/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 20, 1964

TALKS BY NBC NEWS' PAULINE FREDERICK TO MARK UNITED NATIONS ANNIVERSARY SALUTES IN NEW ORLEANS AND FORT WORTH

Pauline Frederick, NBC News correspondent at the United Nations, will fulfill speaking engagements in New Orleans on Thursday (Oct. 22) and in Fort Worth on Friday (Oct. 23).

Her visit to New Orleans will be the day before the 19th birthday of the United Nations. The observance of United Nations Day in New Orleans has been moved up for Miss Frederick's speaking date at a luncheon in the Jung Hotel.

Her appearance in Fort Worth will be at a luncheon of the local chapter of the American Association for the United Nations at the Texas Hotel. The occasion also marks an advance Fort Worth salute to United Nations Day.

As previously announced, Miss Frederick was named "Woman of the Year" for 1964 by the American Association of University Women on Oct. 15 and she will receive an honorary degree of Doctor of Letters from William Jewell College in Liberty, Mo., on Nov. 5.

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"BONANZA'S" LORNE GREENE AND MICHAEL LANDON AT NEVADA CENTENNIAL

The State of Nevada is having a birthday party, and as Gov. Grant Sawyer says, "We can't imagine having our 100th birthday party without the Cartwrights riding in from Virginia City to help us celebrate."

Lorne Greene, who portrays Ben Cartwright on NBC-TV's "Bonanza" color series, and Michael Landon, who plays Little Joe Cartwright, have accepted the Governor's invitation and will appear as grand marshals of the parade in Reno Oct. 31 in honor of the state's 100th year in the union.

David Dortort, creator and producer of "Bonanza" will accompany the two stars on the trip.

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NBC-New York, 10/20/64

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NBC RADIO NETWORK NEWS

October 20, 1964

"WHY DON'T YOU COME UP AND SEE ME SOMETIME?"

Once Again, Mae West Will Be Heard Saying That to Charlie McCarthy;
More Greats Added to 'Chase & Sanborn 100th Anniversary Radio Show'

"Why don't you come up and see me sometime?" Mae West will intone to Charlie McCarthy once again when "The Chase & Sanborn 100th Anniversary Radio Show" is broadcast Sunday, Nov. 15 (7:05-8 p.m. EST) on the NBC Radio Network.

Voices of Miss West, Clark Gable, James Stewart, Ethel Barrymore, Carole Lombard and Ray Noble will join those of previously announced stars Fred Allen, Mary Pickford, Don Ameche, Eddie Cantor, Rudy Vallee, Margaret O'Brien, Nelson Eddy, Alec Templeton, Ogden Nash, Jack Oakie, Adolphe Menjou, Charles Laughton, W. C. Fields, Dorothy Lamour and Rosalind Russell the night the "golden age of radio" is re-created.

"The Chase & Sanborn 100th Anniversary Radio Show" will be hosted by Edgar Bergen and that famous bon vivant Charlie McCarthy. Mortimer Snerd will aid Bergen and McCarthy in introducing and tying together the special radio broadcast that features the great comedy material taped from the transcriptions of the old "Chase & Sanborn Hour" of the 1930's and 1940's.

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GENERAL ELECTRIC BUYS 15 HOURS OF NBC-TV VARIETY PROGRAMS FOR SHOWING
IN ARGENTINA AND URUGUAY, MARKING BREAKTHROUGH IN SALE
OF LIVE-ON-TAPE PERFORMANCES IN LATIN AMERICA

The sale of 15 hours of NBC-TV variety programs to General Electric for showing in Argentina and Uruguay -- representing a breakthrough in the sale of live-on-tape performances in Latin America -- was announced today by Joseph M. Klein, President, NBC International, a division of NBC Enterprises. The selected hours are from "The Andy Williams Show," "The Dinah Shore Show" and "The Lively Ones," Mr. Klein said.

Representatives of Argentina, General Electric and Grant Advertising Inc. spent two weeks in NBC International's New York offices recently, screening more than 80 hours of programming, and selected the 15 shows best suited for the South American market.

Top Latin American talent will be recorded on film to be used as lead-ins and lead-outs to the TV entertainment. "There will be no other editing or dubbing of the shows, since they are primarily music which constitutes an international language in its own right," Mr. Klein said. Some of the stars in the 15 hours of programming are Ella Fitzgerald, Benny Goodman, Bing Crosby, Barbra Streisand, Vic Damone, Georgia Brown, Ray Charles, Yves Montand, George Chakiris and Sammy Davis Jr.

One of the shows chosen by the committee is a 1963 "Andy Williams Show" guest-starring Sammy Davis Jr., which was seen in 10 European countries last year.

The buy was made for General Electric through Grant Advertising Inc. in conjunction with Bestseller Productions of Buenos Aires, Argentina.

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NBC-New York, 10/21/64

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK 10020

October 21, 1964

HALF-HOUR DAYTIME PERIOD OCT. 23 ON NBC-TV IS BOUGHT
JOINTLY BY FOUR REPUBLICAN ORGANIZATIONS

The 11:30 a.m.-12 noon EDT period Friday, Oct. 23 on the NBC-TV Network has been purchased jointly by four Republican organizations, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, NBC.

The order for sponsorship was placed jointly by Women Voters for Goldwater-Miller, the Women's Division of the National Republican Committee, the National Federation of Republican Women, and the Women's Division of Citizens for Goldwater-Miller. The order was placed through Erwin Wasey, Ruthrauff & Ryan.

(NOTE: "Jeopardy," usually broadcast during this time period, will not be presented.)

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October 21, 1964

DEMOCRATIC NATIONAL COMMITTEE TO SPONSOR HALF-HOUR
NIGHTTIME PERIOD OCT. 24 ON NBC-TV

The Democratic National Committee has purchased sponsorship of the 8:30-9 p.m. EDT period Saturday, Oct. 24 on the NBC-TV Network, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, NBC.

The Democratic National Committee order was placed through Doyle Dane Bernbach Inc.

(NOTE: "Kentucky Jones," usually broadcast during this time period, will not be presented.)

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NBC NEWS ELECTION YEAR '64

October 21, 1964

HOW NBC NEWS WILL PROVIDE NBC RADIO WITH MOST COMPREHENSIVE ELECTION COVERAGE IN THE NETWORK'S HISTORY

Supported by more than 10,000 people working exclusively on NBC News' election coverage and guided by the entire network's objectives -- speed, accuracy and depth of analysis -- the NBC Radio Network is ready to provide its nation-wide audience with the most comprehensive election service in its 38 years of operation.

Coverage will begin at 7 p.m. EST, Tuesday, Nov. 3, and will continue until all races are decided. James Holton will produce the radio coverage under the supervision of Russell C. Tornabene, NBC Manager of News Operations, who will be executive producer. The NBC radio coverage will originate in Peacock Studio, the largest NBC studio in New York's Rockefeller Center.

A six-man team of experienced reporters will head the NBC Radio staff. Their assignments follow:

Anchor Man -- Russ Ward

Projections -- Robert McCormick

Analysis -- Morgan Beatty

Presidential returns -- Peter Hackes

Senate and House returns -- Richard Harkness

Gubernatorial returns -- Bill Henry

(more)

Coverage of the candidates has been assigned to the following NBC Radio reporters:

President Johnson -- Ron Nessen

Senator Goldwater -- Charles Quinn

Senator Humphrey -- Richard Valeriani

Representative Miller -- Jim Hartz

With this veteran staff, combined with the greatest concentration of computer equipment ever used to cover a national election, NBC News' election coverage on Radio, will, as stated by William R. McAndrew, Executive Vice President in charge of NBC News, "open a new era in electronic journalism. We will report projections in the Presidential contest -- nationally and by states -- and in the races for Senate seats and governorships as determined by NBC's 'Electronic Vote Analysis,' which utilizes a bank of seven RCA computers. Electronic vote analysis (EVA), in addition, will provide us with data explaining and comparing the results at the rate of 900 lines a minute.

"We expect to have the results in many of the key races, within the first hour or two we are on the air."

NBC Radio's Election Central news broadcast team will be backed up by a regional reporting staff with a correspondent-producing team assigned to four locations. The correspondents are:

New York (covering the Northeast) Wilson Hall

Washington (covering the South) Paul Duke

Chicago (covering the Midwest) Jim Hurlbut

Los Angeles (covering the Far West) Elmer Peterson

Robert Northshield, General Manager of NBC News, is responsible for the network's entire political coverage this election year. Gulf Oil Corporation is the sponsor.



October 21, 1964

PAUL SCOFIELD TO REPLACE ALEC GUINNESS AS NARRATOR
OF 'THE OTHER WORLD OF WINSTON CHURCHILL'

Paul Scofield, the noted English actor who made his American reputation portraying Thomas More in "A Man for All Seasons," the drama by Robert Bolt, will be the off-camera narrator for the "Hallmark Hall of Fame" film, "The Other World of Winston Churchill."

The full-hour documentary tribute to Churchill will be color-cast on NBC-TV, Monday, Nov. 30 from 10 to 11 p.m. EST, on the occasion of his 90th birthday. It is based on his book, "Painting as a Pastime." Scofield will tell how Churchill first became interested in painting and what it has meant to him throughout his life.

Sir Alec Guinness originally was scheduled to do the off-camera narration of "The Other World of Winston Churchill," but his exhausting role in New York in "Dylan," which closed recently on Broadway, required that he postpone all professional assignments for a period of rest in England.

Scofield's reputation as a dramatic actor has been established both in London and New York by his performances in works of Shakespeare, Shaw and Ibsen and in the modern plays of Terence Rattigan, Christopher Fry, T. S. Eliot and Graham Greene. He has appeared also in motion pictures and on television.

"The Other World of Winston Churchill," which is being filmed currently in England, will be produced by Jack Le Vien.

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NBC SPORTS, A DEPARTMENT OF NBC NEWS

October 21, 1964

THREE HOURS OF SPECIAL PROGRAMMING THIS WEEKEND TO MARK CONCLUSION
OF NBC'S EXCLUSIVE U.S. TELEVISION COVERAGE OF OLYMPICS IN TOKYO

NBC will conclude its exclusive U. S. television coverage of the 1964 Olympics at Tokyo and take a preview look at the 1968 Olympics, scheduled for Mexico City, during three hours of special programming this weekend (Saturday, Oct. 24, 5-7 p.m., and Sunday, Oct. 25, 6:30-7:30 p.m. NYT).

The Saturday telecast will include the final game of the basketball tournament -- in which the United States is favored to maintain its supremacy -- the boxing finals, equestrian grand prix jumping and a summary of some of the outstanding performances in track and field and swimming during the past week. The closing ceremonies, expected to be as impressive as the opening ceremonies two weeks ago, also will be included in the program.

On Sunday, the NBC broadcasting team of Bud Palmer, Rafer Johnson, Murray Rose, Jim Simpson and Bill Henry will review the outstanding individual and team performances during the Olympics, with some of the athletes and coaches themselves appearing on the program to add their impressions.

The program will conclude with a look to the future.

NBC SUMMER OLYMPICS
ESS DEPARTMENT NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

R-305

NBC RADIO NETWORK NEWS

October 21, 1964

UNITED NATIONS DAY CONCERT TO BE BROADCAST BY NBC RADIO

Address by Sec.-Gen. U Thant and Performance by Isaac Stern

With the London Symphony Orchestra on Program

The United Nations Day Concert marking the 19th anniversary of the United Nations Saturday, Oct. 24, will be broadcast by NBC Radio (network except WNBC) from 11:05 p.m. to 12 midnight EDT. (The program will be taped at UN headquarters in New York earlier in the day for broadcast at this time.)

The program will include an address by UN Secretary-General U Thant and a performance by Isaac Stern with the London Symphony Orchestra, under Georg Solti, of the First Violin Concerto by Max Bruch. The London Symphony Orchestra will be in New York during a world tour under the patronage of Queen Elizabeth II. The United Nations Day concert will mark the first appearance of a British orchestra at the UN.



JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

October 22, 1964

"DIVCON," NEW ELECTRONIC DEVICE, WILL ENABLE NBC NEWS TO TRANSFER VOTING DATA IN ALL MAJOR RACES FROM COMPUTERS' MEMORY TO TV VIEWERS' SCREENS ON ELECTION NIGHT

An electronic tour-de-force called DIVCON will enable NBC News on Election Night, Tuesday, Nov. 3, to transfer voting data in all major races directly from the memory of computers to the television viewers' screens.

DIVCON -- short for digital-to-video-converter -- is the visual end of an electronic hookup which carries information from a computer and translates it into English, ready for on-the-air display. The device was developed by RCA Victor Company, Ltd., Montreal.

In one of NBC News' two systems to project election results, RCA 301 and 3301 computers will examine the actual county-by-county vote in every state. The computers will study instantaneously the vote from as many as 50 different points of view -- age, education and income levels of the voters, urban-rural differences, geographical factors and previous voting records, to name but a few.

As DIVCON's solid-state electronic eye continually scans the computer's memory, the information it extracts will appear on a television monitor in front of Robert Northshield, General Manager of NBC News, whose chief function that night will be supervision of

(more)

NBC's Electronic Vote Analysis -- projections and analysis of election results. William R. McAndrew, Executive Vice President in charge of NBC News, and Julian Goodman, Vice President, NBC News, will oversee the entire election coverage and be in constant communication with Northshield.

Northshield will see voting trends in 17 races at a time. In each group there may be some races where there is a sound probability for projecting the results. Whenever the decision is made to report a projection, Northshield, simply by pressing a few keys on a small keyboard, can move the data to a DIVCON monitor beside John Chancellor, who will be the Electronic Vote Analysis reporter, or Chet Huntley and David Brinkley, who will be the television anchor men. The projection then can be reported verbally or it can be put on the air in an electronic visual form by Reuven Frank, executive producer of the television coverage.

The language of the projections will become increasingly more precise as the computers continue to analyze the county-by-county vote fed into them. An early projection might say that, on the basis of votes from a certain percentage of precincts, one Presidential candidate will carry a particular state. Later projections will give more specific information -- the percentage of the vote he is expected to receive and even the number of votes that will be his plurality.

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NBC-New York, 10/22/64



NBC NEWS ELECTION YEAR '64

October 22, 1964

NBC TO TRANSMIT 4-DAY COVERAGE OF ELECTIONS TO EUROPE BY RELAY SATELLITE

NBC will transmit four-day television coverage of the forthcoming American elections to virtually all of Europe by Relay satellite Monday, Nov. 2 through Thursday, Nov. 5. As the satellite coordinator for the month of November, NBC is originating the coverage for the television services of Europe on behalf of all the American television networks.

Coverage will include film, videotape and commentary on the windups of the Republican and Democratic campaigns, the Election Night returns and the final results. Programs will be carried by European Broadcasting Union, British Broadcasting Corporation, Independent Television Network (of Great Britain), and Radio-Television Francaise. (The ITN material will be originated at CBS.)

The transmissions will be as follows:

Monday, Nov. 2 (Relay 2) - Six minutes each to EBU, RTF and BBC.

Tuesday, Nov. 3 (Relay 2) - Five minutes each to EBU, BBC, ITN and RTF.

Tuesday, Nov. 3 (Relay 2) - Six minutes each to BBC and ITN.

Wednesday, Nov. 4 (Relay 2) - Three minutes each to BBC and ITN.

(more)



2 - Relay Satellite

Wednesday, Nov. 4 (Relay 1) - Fifteen minutes divided between EBU and BBC.

Wednesday, Nov. 4 (Relay 2) - Five minutes each to EBU, BBC and ITN.

Wednesday, Nov. 4 (Relay 2) - Seven minutes each to BBC and RTF.

Thursday, Nov. 5 (Relay 2) - Seventeen minutes divided between EBU and BBC.

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NBC-New York, 10/22/64





NBC NEWS ELECTION YEAR '64

October 22, 1964

EDWIN NEWMAN TO COVER GUBERNATORIAL RACES

FOR NBC NEWS ON ELECTION NIGHT

NBC News correspondent Edwin Newman, one of the network's four floor reporters at the political conventions in San Francisco and Atlantic City, will cover the gubernatorial races on Election Night, Tuesday, Nov. 3, it was announced today by Robert Northshield, General Manager of NBC News.

With 25 governorships at stake, this assignment parallels in importance the races for Senate and House seats to be decided in this election.

In two key gubernatorial contests, Newman's coverage will be supported by NBC News correspondents specially assigned. John Palmer will cover the Illinois Democratic candidate, Governor Otto Kerner, and Robert Abernethy has been assigned to Charles Percy, Republican. In Michigan, Elie Abel will cover Governor George Romney, Republican, and Bill Mattney will cover his Democratic opponent, Representative-at-Large Neil Staebler.

Chet Huntley and David Brinkley, as announced, will be the anchor men for the television coverage. John Chancellor will report the projections in all significant races and will share with Huntley and Brinkley the responsibility of explaining the factors that determined voters' choices.

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Prior to his assignments this election year, Newman has covered London, Paris and Rome for NBC News. His many assignments have also taken him to other European capitals, as well as to Africa, the Middle East, the Far East, Iceland and Bermuda.

He began his journalistic career in 1941, working for INS and UP in Washington. A lieutenant in the Navy during World War II, he returned to Washington to rejoin UP.

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NBC-New York, 10/22/64

October 22, 1964

CITIZENS-FOR-GOLDWATER-MILLER BUY HALF-HOUR

DAYTIME PERIOD OCT. 22 ON NBC-TV

Citizens for Goldwater-Miller purchased the 2-2:30 p.m. EDT period Thursday, Oct. 22, on the NBC-TV Network, it was announced by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, NBC.

The Citizens for Goldwater-Miller order was placed through Anderson, Morgan, DeSantis & Ball Inc. of Hollywood, Calif.

(NOTE: This telecast pre-empted "The Loretta Young Theatre.")

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

NBC NEWS' CHET HUNTLEY AND DAVID BRINKLEY RECEIVE PULSE "MAN OF THE YEAR AWARD" FOR 1964

The Pulse Inc., a leading media, consumer and marketing research organization, presented its 23rd annual "Man of the Year Award" for 1964 to the NBC News team of Chet Huntley and David Brinkley in joint ceremonies in New York and Washington yesterday (Oct. 21).

The awards were presented by Dr. Sydney Roslow, President of Pulse, to Huntley at a luncheon at the Plaza Hotel in New York, and by Henry J. Kaufman, Managing Director of the Henry J. Kaufman & Associates advertising agency, to Brinkley at the NBC studios in Washington. It marked the first time the award had been presented to broadcast journalists and the first time it had been split between two personalities and presented in two cities.

Dr. Roslow said the award to Huntley and Brinkley was in recognition of the leading role they have played in the evolution of the present high standards and achievements of broadcast journalism.

The silver trays presented to Huntley and Brinkley are inscribed: "Pulse's Man of the Year Award, Huntley-Brinkley. Two individualists who practice teamwork and achieve outstanding broadcast journalism."

Among previous "Man of the Year Award" winners who also attended this year's luncheon were NBC President Robert E. Kintner, Dr. Paul Lazarsfeld and Dr. Allen B. Du Mont.

The award is presented annually to those who, in the opinion of Pulse and a consulting panel in the broadcast industry, make a notable contribution to the advancement of the broadcast industry or its public usefulness.

-----o----- NBC-New York, 10/22/64

NBC TELEVISION NETWORK NEWS

October 22, 1964

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL ON NOV. 20
AND GUESTS ARE DONALD O'CONNOR, RICHARD CHAMBERLAIN,
TRINI LOPEZ, ANNETTE FUNICELLO, LES BROWN'S BAND

Bob Hope welcomes Donald O'Connor, Richard Chamberlain, Trini Lopez, Annette Funicello and Les Brown and his Band of Renown to his "Chrysler Presents A Bob Hope Comedy Special" Friday, Nov. 20 (NBC-TV Network, in black and white, 8:30-9:30 p.m. EST).

The accent is on youth and the young-at-heart in Hope's second comedy-with-music revue of his second season as star-host of the weekly Chrysler-sponsored series.

O'Connor, originally a member of the O'Connor Family vaudeville act, made his debut as a solo performer in 1938 at a benefit show with Hope. A top song-and-dance man, O'Connor divides his time between infrequent TV appearances and a heavy nightclub schedule.

Chamberlain, star of NBC-TV's "Dr. Kildare" series, will be making his second appearance in a live TV special. Previously, he starred in Arthur Freed's "Hollywood Melody" program on NBC-TV in March, 1962. Chamberlain also stars in the soon-to-be-released M-G-M film "Joy in the Morning."

Lopez is currently enjoying popularity as a recording and nightclub star whose best-selling recordings include "If I Had a Hammer," "La Bamba," "Alright, Okay" and "Hello, Dolly" (in Spanish).

Miss Funicello became a TV personality at an early age as a "Mouseketeer" on Walt Disney's "Mickey Mouse Club" programs, and now is one of Hollywood's most successful teenage stars.

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October 22, 1964

DOUBLE CHASE ON 'BONANZA': BARRIE IN DRAMA BY BROTHER FRANK

Barrie Chase brings her dancing shoes to the Ponderosa next week, when she will start filming of an episode for NBC-TV's "Bonanza" color series.

Producer David Dortort signed Miss Chase to the guest-star role in "The Ballerina," a drama written for her by her brother, veteran "Bonanza" scriptwriter Frank Chase.

JACK TRACY
ROOM 320

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NBC TRADE NEWS

October 23, 1964

REAGAN-GOLDWATER COMMITTEE BUYS HALF-HOUR
NIGHTTIME PERIOD ON NBC-TV OCT. 27

The Reagan-Goldwater Committee has purchased the 9:30-10 p.m. EST time period Tuesday, Oct. 27 on the NBC-TV Network, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The Reagan-Goldwater Committee order was placed through P. R. Counsellors Hollywood, Calif.

(NOTE: This telecast will pre-empt "That Was the Week That Was.")

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 23, 1964

IT'S TWO YEARS IN ROW FOR A GOLDEN GATE AWARD FOR A COLOR
TV SPECIAL PRODUCED AND WRITTEN BY NBC NEWS' LOU HAZAM

"Greece: The Golden Age" Wins at San Francisco Film Festival

For the second year in a row, the Golden Gate Award of the San Francisco International Film Festival has gone to a full-hour NBC News color television special produced and written by Lou Hazam.

"Greece: The Golden Age" has won this year's Golden Gate Award, the festival's top prize in the TV documentary category. The program, which brought to life the glory that was ancient Greece, was filmed wholly on location at important sites of classical Greece: Delphi, Olympia, Epidaurus, Athens and the islands offshore. It was colorcast Nov. 10, 1963, winning warm critical and popular acclaim. Ray Garner was the director, Brad Kress the cameraman.

The Hazam-produced-and-written Golden Gate Award-winner of last year's festival was "The River Nile." His "Shakespeare: Soul of an Age" won an honorable mention in that festival.

Hazam's next production for NBC News will be "John F. Kennedy Remembered" Sunday, Nov. 22 (6:30-7:30 p.m. EST). Hazam will both write and produce the program, a memorial to President Kennedy on the first anniversary of his assassination. Tom Priestley will be the director.

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NBC NEWS ELECTION YEAR '64

October 23, 1964

'The Campaign and The Candidates' Oct. 27

FULL-HOUR PROGRAM TO EXAMINE UNUSUAL ASPECTS
OF 1964 PRESIDENTIAL CONTEST

Unusual facets of this year's Presidential campaign will be examined in an NBC News special program in the "Campaign and the Candidates" series on NBC-TV Tuesday, Oct. 27 (10-11 p.m. EST).

The program will cover the large output of paperback books about President Johnson and Senator Goldwater, some of them considered abusive; the campaign role of the wives of the Presidential candidates; the way many newspapers have departed from traditional policy in supporting one of the Presidential candidates, and the part public opinion polls are playing in the campaign.

NBC News correspondent Frank McGee will be anchor man of this program, the seventh in a series of eight pre-election specials. Chet Hagan is producer of the series.

In examining the "battle of paperback books," NBC News Washington correspondent Richard Harkness will show some of the controversial ones. He will interview Arthur Larson, who recently organized the National Council for Civic Responsibility of the Public Affairs Institute, and Bruce Felknor, executive director of the Fair

(more)

Campaign Practices Committee. Some of the activities undertaken by the National Council for Civic Responsibility to combat extremism will be shown.

NBC News Washington correspondent Nancy Dickerson will narrate a segment showing how the candidates' wives have been extremely busy campaigning apart from their husbands. This filmed report will cover Mrs. Johnson on a whistle stop tour through the South aboard the Lady Bird Special and at the LBJ Ranch, and Mrs. Goldwater traveling through New York, Pennsylvania and the Midwest.

One of the oddities of this Presidential campaign is the fact that many Republican newspapers are supporting a Democrat and many Democratic newspapers a Republican for the first time. McGee will report on this turnabout. Two editors will be interviewed. They are Edward J. Bennett of the Claremont (N.H.) Eagle, whose paper, always Republican, has come out for Johnson, and C. H. Leavy Jr. of the Brunswick (Ga.) News, whose paper, which has never supported a Republican, is now backing Goldwater.

The role of polls in the campaign will be discussed by Elmo Roper of Elmo Roper & Associates in an interview by McGee.

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NBC-New York, 10/23/64



October 23, 1964

— PREMIERE OF 'JONATHAN WINTERS SHOW' TO BE COLORCAST NOV. 9 —

Mickey Rooney and Noelle Adam to Be Guests on First
of Jonathan Winters' Six Comedy Specials

Jonathan Winters will welcome Mickey Rooney and Noelle Adam as his guests for the first of his six comedy specials, "The Jonathan Winters Show," premiering in color on the NBC-TV Network Monday, Nov. 9 (9-10 p.m. EST), producer Perry Cross announced today.

The full-hour specials will provide frameworks to showcase Winters' talent for ingenious improvisational characterizations. In the opening program, the creative comedian will play with these categories: "Instant Situation" -- offering a typical scene from a Western movie; "Men Under Pressure" -- portraying an aging airline pilot who must convince a board of inquiry he is not too old to fly; and "The Many Things You Can Do With--" -- giving him one prop, anything from a handkerchief to a car tire, for which he will improvise various comedic uses.

This program also will present a hidden facet of the versatile Mickey Rooney -- his improvisational technique. It also marks a reunion for the improvisational team. During the filming of "It's a Mad, Mad, Mad, Mad World," in which both have leading roles, the off-camera team of Winters and Rooney was born and enjoyed considerable success as they improvised routines to entertain the cast and crew during the breaks on the set.

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One of their routines on the TV show will be a combined takeoff on hunting and panel programs. Winters will be a deer, debating Rooney as a nimrod, with a moderator trying to prevent the discussion from erupting into a shooting spree.

Miss Adam, who had the dancing lead in Richard Rodgers' Broadway hit, "No Strings," will perform an original dance solo choreographed by John Butler with original music composed by Eddie Safranski.

The six Winters specials are being scheduled in the time spot usually occupied by NBC-TV's "The Andy Williams Show." In addition, Winters, who is starring in the new film, "The Loved One," is making six guest appearances with Williams. The second "Jonathan Winters Show" will be colorcast Monday, Dec. 14.

"The Jonathan Winters Show" will be produced by Perry Cross, who has served in similar capacity for such stars as Jack Paar, Johnny Carson, Milton Berle, Ernie Kovacs and Dinah Shore.

The director will be C. W. Christenberry Jr. George Spota is executive producer for Wintergood Productions, with Tom Corcoran as associate producer. The writers are Pat McCormick (head writer), and the writing team of John Aylesworth and Frank Peppiatt. John Butler is choreographer and Eddie Safranski is music director.

The program will originate from the NBC Studios in New York.

----- NBC-TV PROGRAM HIGHLIGHT NOV. 9 -----

THE JONATHAN WINTERS SHOW: Mickey Rooney and Noelle Adam will be guests in the first of Winters' six comedy specials. (Color.)

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NBC-New York, 10/23/64



October 23, 1964

CREDITS FOR 'THE JONATHAN WINTERS SHOW' ON NBC-TV

Title: "The Jonathan Winters Show"

Time: NBC-TV colorcasts Mondays (9-10 p.m. EST)

Starring: Jonathan Winters

Premiere Date: Monday, Nov. 9, 1964

Premiere Guests: Mickey Rooney, Noelle Adam

Description: Six comedy specials which will provide frame-
works to showcase Winters' gift for
improvisational characterizations. Guests,
who will also display their improvisational
technique as well as dance and sing in
keeping with the spirit of the show, will
be invited.

Executive producer: George Spota

Producer: Perry Cross

Director: C. W. Christenberry Jr.

Associate producer: Tom Corcoran

Written by Pat McCormick (head writer), John Aylesworth
and Frank Peppiatt

Set Designer: Merrill Sindler

Graphic Arts: Stas Pyka
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2 - Credits for 'Jonathan Winters Show'

Choreographer: John Butler
Music director: Eddie Safranski
Costumes by Noel Taylor
Unit Manager: James Marooney
Produced by Wintergood Productions Inc., in association
with Martin Goodman Productions
Sponsors: Various
Point of origin: NBC Studios, New York
NBC Press representative: Hal Bender, New York

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NBC-New York, 10/23/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 23, 1964

HOW NBC NEWS PROVIDED SPECIAL TV AND RADIO COVERAGE ON FORMER PRESIDENT HOOVER'S CAREER AND FUNERAL SERVICES

NBC News will present TV coverage of the burial services for former President Herbert Hoover at West Branch, Iowa, Sunday, Oct. 25 (4:45-5 p.m. NYT, via tape). NBC Radio, on the same day, will devote a portion of the 5-6 p.m. NYT segment of "Monitor" to the funeral services.

Other scheduled programs include a live telecast today (Friday, Oct. 23, 2 to 3 p.m. EDT) by NBC News from Washington, D. C., of the arrival of the body of the former President and its placement on the catafalque in the Capitol rotunda. The telecast was to include a brief ceremony in Union Station, Washington, and ceremonies in the Capitol with President Johnson participating.

For this same date, NBC Radio scheduled a special broadcast titled "A Nation's Farewell to President Hoover" from 9:05 to 9:30 p.m. NYT, including highlights of ceremonies conducted throughout the day.

On Tuesday (Oct. 20, 9:30-10 p.m. NYT), NBC News telecast a special program in memory of the former President, with Frank McGee as narrator. It included tributes by President Johnson, Senator Goldwater and other notables, as well as filmed highlights of Mr. Hoover's career.

An NBC Radio special on the same night (9:05-10 p.m. NYT) offered excerpts of recorded observations by Mr. Hoover on his life and career, excerpts from some of his speeches, and tributes by some of

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his closest friends and associates. Ray Henle, a personal friend of Mr. Hoover, narrated the radio special.

On Thursday (Oct. 22, 4:30 to 5 p.m. NYT), NBC News offered a live telecast of the service at St. Bartholomew's Church, New York City, attended by President Johnson and other prominent personalities. NBC Radio covered these services from 4:30 p.m. NYT to conclusion, with NBC News correspondent Wilson Hall.

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NBC-New York, 10/23/64



NBC NEWS ELECTION YEAR '64

October 23, 1964

WILLIAM R. McANDREW

Executive Vice President in Charge of NBC News

William R. McAndrew, Executive Vice President in charge of NBC News, feels that his staff is "ready to go" for the climax of this year's intensive political activity -- Election Night, Tuesday, Nov. 3.

"We've been preparing for this night since the 1960 election," he said. "We have the personnel and equipment that we want. We should be able to hold our own."

"Holding our own" at NBC News means maintaining its position as the network more people watch for news than any other. This leadership, which was established in 1956 and maintained in 1960, has been enhanced by the coverage of the Republican and Democratic conventions and campaigns this year.

Under Mr. McAndrew's guidance, NBC News has undergone a continuing expansion of staff and facilities that started six years ago. Its roster of correspondents, cameramen and technicians, permanent and part-time, has grown from 400 to more than 800, and bureaus have been opened in Hong Kong, Rio de Janeiro, New Delhi, Leopoldville and Ottawa.

During this same period, NBC News programming has been expanded until today it accounts for more than 25 per cent of the NBC-TV Network schedule and amounts to some 100 hours a month. This makes NBC News the nation's largest single supplier of network television programming.

Mr. McAndrew has a long background of experience at all levels of news gathering and reporting -- as a Washington correspondent, as

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editor, bureau chief, and for the past 11 years as operating head of NBC News.

In spite of a heavy administration schedule, working on budgetary, personnel and programming matters, Mr. McAndrew keeps a close hour-by-hour watch on news developments around the world. For major news events, such as a national convention, election or manned space launching, he frequently supervises the coverage from inside the control room itself.

He believes that broadcasting, and television in particular, have contributed to a more widespread interest in current affairs -- as evidenced, for example, by the increasing percentage of voters who go to the polls. He is also convinced that television performs a valuable service by fixing its gaze on a candidate and his qualification.

"Under the objective lens of a camera, a nominee must be fully accountable for what he says and does," Mr. McAndrew said. "Television thus makes visible a candidate's honesty and sincerity, and exposes with equal clarity any sham or pretense. But, while the power of television is great, its function is only to report events, never to shape them."

Mr. McAndrew's career in news dates from his college days at Catholic University in Washington. He worked on the school paper and was a part-time reporter for the Washington Herald, before graduating with an A. B. degree in economics in 1935. His first full-time news job was as a \$10-a-week copy boy with United Press. He was soon promoted to reporter and covered Washington stories varying from kidnapings and murders to Senate hearings on the veterans' bonus and air safety.

Mr. McAndrew remained with UP for two years, then moved to NBC News in Washington as news editor and managing editor of the "Esso

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Reporter" radio news program on Station WRC. During the next four years he worked at various editorial jobs in the Washington bureau, before he left to serve as executive news editor of Broadcasting Magazine in Washington.

Early in 1942 he became head of the information program of the Board of Economic Warfare. "I was chief for six months," he recalled, "and I had enough of government." He returned immediately to broadcasting, joining ABC in Washington as editor for the late news broadcaster Earl Godwin. In January, 1944, after 18 months with ABC, he returned to NBC News, taking over direction of the Washington news bureau.

In 1948 he was promoted to station manager for the NBC-owned stations in Washington, WRC-TV and WRC, and three years later was assigned to New York, where he became Manager of News and Special Events for the NBC Television and Radio Networks. He was named Director of News in 1954; Vice President, NBC News, in 1958; and Executive Vice President in charge of NBC News in 1960.

In 1963 Mr. McAndrew and NBC News received a George Foster Peabody special award for "outstanding contributions to electronic journalism." The citation said: "William R. McAndrew as Executive Vice President of NBC News has provided the vision and leadership which have resulted in range, depth and significance in news programming. His is indeed the news network -- a global web of news communication, which reflects the inquisitive intelligence, erudition and communicating skills of his key personnel the world over."

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The same year, Mr. McAndrew was invested as a Knight of Malta, one of the highest honors bestowed on Roman Catholic laymen. His investiture in the select order was conducted by Francis Cardinal Spellman, Archbishop of New York, in St. Patrick's Cathedral.

Mr. McAndrew and his wife, the former Irene Byrne, live in Bronxville, N. Y., with their children, Mary, 18, and William Jr., 13. A married daughter, Mrs. John J. Prendergast, lives in Alexandria, Va.

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NBC-New York, 10/23/64

NBC FEATURE

October 23, 1964

"The Chase & Sanborn 100th Anniversary Radio Show"

HOW HISTORY WAS MADE IN CHICAGO HISTORY CLASS IN 1922 WHEN

STUDENT EDGAR BERGEN DREW A SKETCH OF CHARLIE McCARTHY

The year is 1922. The place is Chicago. A high school senior, bored in his history class, stares out the window. He sees a little Irish newsboy hawking papers in front of the library. He begins sketching the newsboy.

Just as the sketch is completed, the teacher slams a ruler on the artist's desk and yells, "Edgar Bergen, don't plan on graduating this year -- not with what you're doing in history!"

That same afternoon, the sketch of the Irish newsboy went to a wood carver. One month later, Charlie McCarthy was born, in time for a student recital in the high school auditorium. Bergen, guessing he probably would not be graduating that term, threw caution windward and with McCarthy ribbed the entire faculty including the principal, affectionately known as "Square Deal" Brown.

The ribbing went this way:

CHARLIE McCARTHY: "I'm in 'Square Deal's' office so much I have my own desk. If I don't come in at least once a week, he sulks. Sometimes we just close the door and play checkers."

EDGAR BERGEN: "You should be very flattered Charlie that the principal plays checkers with you."

CHARLIE McCARTHY: "There's only one thing wrong, Bergen, 'Square Deal' cheats."

(more)

Bergen's routine was so successful that he graduated in spite of it. His history teacher was so impressed with Bergen's ability to make people laugh, she became his personal tutor. "Edgar," she said, "the world needs laughter more than a history scholar."

History will show that Edgar Bergen and Charlie McCarthy went on to become one of America's most beloved teams. From vaudeville to nightclubs to NBC Radio's "Chase and Sanborn Hour" their humor tickled millions.

On Sunday, Nov. 15 (7:05-8 p.m. EST) on NBC Radio, Edgar and Charlie will host "The Chase & Sanborn 100th Anniversary Radio Show." The special 55-minute broadcast will feature excerpts from the old "Chase & Sanborn Hour" spotlighing the talents of such greats as W. C. Fields, Mae West, Eddie Cantor, Rudy Vallee, Clark Gable, James Stewart, Fred Allen and Dorothy Lamour. In short, the "golden age of radio" will glitter again that evening.

During the broadcast, Charlie McCarthy's long-running and torrid romance with Dorothy Lamour will be re-created as will be Charlie's feud with W. C. Fields.

Remember?..

W.C. FIELDS: "McCarthy, I'm going to slice you into a venetian blind."

McCARTHY: "The thought makes me shutter."

W.C. FIELDS: "I never hated a kid so much since the day I was born. If you were sawdust on a barroom floor, I'd walk eight blocks for a chocolate soda."

McCARTHY: "Fields...you weren't born. You were squeezed out of a barroom rag."

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3 - Edgar Bergen and Charlie McCarthy

The laughs were many and they'll be heard again on NBC Radio Nov. 15 on "The Chase & Sanborn 100th Anniversary Radio Show."

As Edgar Bergen said, as he recalled those days, "We had so much fun in those years. There were no problems -- no great world problems, that is. Our entertainment wasn't as serious as it is today. We thought life was meant to be a pleasant experience. I still believe that. We shouldn't abuse it."

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NBC-New York, 10/23/64

October 26, 1964

DEAN MARTIN--FOR FIRST TIME IN CAREER--WILL STAR IN OWN
WEEKLY TELEVISION SERIES IN NBC'S 1965-66 SEASON

He Will Be Host of Burbank-Originated Variety Hour

Dean Martin, one of the most prominent stars of motion pictures and the star of many NBC-TV variety and musical specials, will -- for the first time in his outstanding career as an entertainer -- perform each week on television as the host of "The Dean Martin Show," a new variety series to be broadcast on NBC-TV in the 1965-66 season.

Announcement of the new program was made today by Mort Werner, Vice President, Programs, NBC Television Network.

"The Dean Martin Show" will be a full-hour variety program featuring top-name guest stars each week, and will originate in the NBC studios in Burbank, Calif.

"During the last few years Dean Martin has devoted much of his talent to motion pictures, and he has established himself as one of the major stars in films," Mr. Werner said, "and the response to his many performances is always overwhelming, whether it is as a guest singer on 'The Bob Hope Show' or a dramatic portrayal in a Hollywood movie. We've been talking to Dean for a long time about this new variety program, and we're delighted he'll be on the NBC-TV schedule every week next year."

Contractual agreements were concluded between NBC and Martin's representative, Chasin-Park-Citron.

(more)

Since 1957, when Martin made his first solo TV appearance, he has appeared as the star of eight "Dean Martin Specials" on NBC-TV; he was host of a musical-entertainment series, "Club Oasis," four times on NBC-TV in the 1957-58 season and has made many memorable guest appearances on NBC-TV programs hosted by Bob Hope, Dinah Shore, Perry Como and Phil Harris, as well as appearing in numerous other programs on the network. Upcoming on NBC-TV on Thanksgiving Day (Nov. 26), he will share the star spotlight with Al Hirt and Eydie Gorme in "Your All-Time Favorite Songs," a full-hour color special (7:30-8:30 p.m. EST).

Among Martin's many movie credits are starring roles in "Toys in the Attic," "Ada," "The Bells are Ringing," "Career," "Rio Bravo," "Some Came Running," and "The Young Lions." He is also the star of the upcoming film, "Kiss Me, Stupid."

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NBC-New York, 10/26/64

JACK BENNY WILL RECEIVE THE FIRST
ELEANOR ROOSEVELT HUMANITIES AWARD

Jack Benny, star of NBC-TV's "The Jack Benny Program" on Friday nights, is being presented with the first Eleanor Roosevelt Humanities Award at the Sheraton-Park Hotel in Washington, D. C., Nov. 29, it was announced by Louis C. Grossberg, Chairman of the Washington Israel Bond Committee.

W. Averell Harriman, Under Secretary of State for Political Affairs, has accepted the honorary chairmanship of the dinner.

Representative James Roosevelt (D.-Calif.) will make the presentation on behalf of the Roosevelt family. The dinner will be attended by representatives of the legislative, judiciary and executive branches of the government, among other noted personalities.

Many charities, including City of Hope, the March of Dimes and the USO have been benefited through Benny's talent and energy. Over 30 symphony orchestras, including the New York Philharmonic, have been aided by the assistance the NBC-TV star has given them in raising funds through benefit concerts.

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NBC-New York, 10/26/64



NBC NEWS ELECTION YEAR '64

JAMES A. FARLEY AND LEONARD W. HALL, FORMER DEMOCRATIC AND REPUBLICAN NATIONAL CHAIRMEN, WILL 'MEET THE PRESS'

James A. Farley and Leonard W. Hall, two of the most successful political party chairmen of this generation, will be the guests on "Meet the Press" Sunday, Nov. 1, two days before the national election. The program will be colorcast live from Washington on the NBC-TV Network at 6 p.m. EST, and broadcast on the NBC Radio Network at 6:30 p.m. EST.

Farley was chairman of the Democratic National Committee during the first eight years of President Franklin D. Roosevelt's administration. Since then he has continued to serve the Democratic party in an advisory capacity.

Hall was chairman of the Republican National Committee during four years of President Dwight D. Eisenhower's administration. He is now a member of the Goldwater-Miller strategy committee.

Richard Harkness of NBC News, Edward Folliard of the Washington Post, David Broder of the Washington Evening Star and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press," will interview the guests. The questions will be directed to each guest alternately. Ned Brooks will be the moderator.

NBC-TV AND RADIO PROGRAM HIGHLIGHT NOV. 1

MEET THE PRESS: James A. Farley and Leonard W. Hall, former chairmen of the Democratic and Republican National Committees, respectively, will be interviewed.

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NBC-New York, 10/26/64



NBC NEWS ELECTION YEAR '64

October 26, 1964

NBC NEWS RADIO SCHEDULES TWO ELECTION SPECIALS

One Will Preview the Election, the Second Will Analyze Results

NBC News Radio has scheduled two election specials, one to preview the election and the other to analyze the results.

On Monday, Nov. 2, from 9:05 to 10 p.m. EST, NBC News Radio will broadcast a special titled "Election Preview -- Pulse of the Nation," produced by Jim Holton. Anchor men will be Russ Ward and Peter Hackes, with analysis by Morgan Beatty, Richard Harkness, Bob McCormick and Bill Henry. Regional reports will be provided by Paul Duke, covering the South; Jim Hurlbut, covering the Midwest; Elmer Peterson, the Far West, and Wilson Hall the Northeast.

Also included will be reports from correspondents assigned to the Presidential and Vice Presidential candidates and special interviews in which Chet Huntley and David Brinkley will participate.

On Wednesday, Nov. 4, from 9:05 to 9:30 p.m. EST, NBC News Radio will present a special titled "The People's Choice," an analysis of what happened the day before (Election Day). The same team of producers and correspondents of the Nov. 2 special will conduct this post-election broadcast.

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Russell C. Tornabene, NBC Manager of News Operations, has announced that the following have been assigned as remote correspondents in New York State:

Drew Phillips to Robert F. Kennedy in New York City.

Larry Ganger to Senator Kenneth B. Keating in New York City.

Jim Hartz to Representative William E. Miller in Lockport, N. Y.

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NBC-New York, 10/26/64



NBC NEWS ELECTION YEAR '64

October 26, 1964

COMPUTERS ARE REALLY VERY EASY TO GET ALONG WITH, IF YOU
LEARN TO TALK TO THEM IN THEIR OWN LANGUAGE

By Frank J. Jordan

Manager, Election Planning, NBC News

Don't look now -- your SES probably isn't showing yet. But it will be on Election Night (Nov. 3), particularly if you're following the NBC News coverage of the nation's balloting.

SES is short for Socio-Economic Status, and it refers to the social, economic, educational status factors that -- whether you know it or not -- influence your political behavior. It's one of the hundreds of categories of information first carefully researched, then tumbled into any one of seven RCA computers long before you step into a voting booth.

NBC's corps of political scientists, after more than a year of exhaustive study, have determined that your education level, your income, and your occupation all contribute toward your ultimate choice of political candidates. Usually they all follow the same pattern. If your income is in a top bracket, your education has extended to college and your occupational status is proportionately high you'll be voting about the same way as other similarly gifted.

But SES is only a single small sample of a new compendium of words and phrases invented by the scientists who program computers and the

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research experts who assemble the data. It not only helps them to understand each other, but it provides a handy lexicon stripped of awesome electronic verbiage and mathematical equations.

When a computer engineer says, "Let's toss this one into the bucket," he doesn't mean the old oaken variety. A bucket, to this electronic breed, refers to a "memory location" within the machine that stores information fed into it. Each bucket receives only a specific category of data. As the balloting progresses it will coordinate this data with new information gathered from the nation-wide voting.

The bucket is supercilious and aloof, steadfastly rejecting information unrelated to its own context. But it will oblige by updating its original font of knowledge by correlating it with data it receives later. Providing, of course, that it has been instructed to do so. Computer programmers are meticulously careful not to overload or overtax the buckets or to siphon information into the wrong memory locations.

Actually, the bucket is a kind of terminal station. Information designed to reach it eventually first checks into a compartment of the computer called a "bin."

The bin is a sort of clearing house. When it receives the facts and figures it makes whatever calculations demanded of it and delivers the pre-digested data to the bucket. For example, the bin may receive a vote total that represents the number of votes for Johnson and the number for Goldwater. As instructed, the bin will break this down into percentages and send them to the right bucket.

On more than one occasion on Election Night you're likely to get "whiffed." In computer language "whiff" is a contraction of "what if?"

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NBC News computers are programmed to project long-range results based on a wide spectrum of possibilities. "What if" a candidate shows an early plurality in a particular precinct? In this case, we tell the machine exactly what plurality is reported and at what particular stage of the balloting, and it will deliver a projection. It can come up with as many answers as there are differing conditions.

Ever hear of "urgs" and "jurgs"? A considerable number of projections you'll hear will originate from an "urg" or a "jurg." The term "urg" is a contraction of "Urban-Rural Gradient," which means the distinction between urban and rural areas and the gradation from one to the other.

"Jurg" is essentially the same thing, with a suburban component added. Research scientists at NBC News have compiled a massive volume of "jurgs," representing small subdivisions within states whose voting may indicate the direction of the final tally.

Then there are "tags."

The accuracy of projections you hear will depend heavily on NBC's careful selection of "tags." In computer parlance a "tag" is a precinct singled out for special attention because it has some quality or characteristic we want to scrutinize closely for the purpose of analyzing the voting. It may be valuable as an indicator of ethnic influences, or racial, or economic, or social -- or any other of the forces that shape political attitudes.

Before election you'll be hearing a good deal about barometric precincts. These are simply locales with past voting patterns that have proved to be miniatures of their states.

At NBC we've created a companion category we call "swingometric." We label a precinct "swingometric" when its past voting history indicates a tendency to swing in the same manner as the state as a whole. Its

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behavior may be as significant in projecting results as the barometric precinct.

If you hear at a relatively early hour in the evening that this or that Presidential candidate is likely to end up with a certain total of votes you might impress everyone by remarking, with studied diffidence, "Well, they just took an NPCV out of the bucket." For an awe-inspiring follow-up, you might add, casually, "NPCV means the memory address of the computer that knows the 'Nationally Projected Candidate Vote'."

After all, it's no trick to become an expert, once you've mastered this fluid expertise. And you're less likely to be overwhelmed by computer talk when you discover that the cacaphony of calculus has been muted down to urgs and jurgs and whiffs.

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NBC-New York, 10/26/64



NBC NEWS ELECTION YEAR '64

REUVEN FRANK

Executive Producer of NBC News' Election TV Coverage

With the end of the election campaign comes a rising excitement and anticipation around the country. Despite popularity polls and expert opinions, or perhaps because of them, people throughout the United States will be at their television and radio sets throughout the night of Tuesday, Nov. 3, until a new President of the country has been elected.

They will be watching and listening to the professionals -- the broadcasting reporters that have covered the political news in the U. S. not only in this election year, but, in some cases, for as long as the past few decades.

One of these professionals is Reuven Frank, the man who again will call the shots for election coverage by NBC News, on the NBC-TV Network -- the network that is watched more often than any other by the public for obtaining political news and practically every other kind of news.

Frank, himself, has been practicing journalism for the greater part of his life, and is among the pioneers in the field of broadcast news.

His credits as a producer could stand as a capsule history of the development of TV news: such series as "Background," "Outlook," and "Chet Huntley Reporting"; specials such as "The Tunnel" and "A Country Called Europe," and NBC News' coverage of the 1956, 1960 and 1964 national conventions and elections.

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And, notably, he has been the executive producer of NBC's award-winning "Huntley-Brinkley Report" since its inception in the Fall of 1956.

Frank joined NBC News in 1950, after three years at the Newark (N. J.) Evening News, where he was reporter, rewrite man and night city editor.

He began at NBC as a news writer, was soon named film assignment editor, then took over as writer of the nightly "News Caravan" program. During this same period he wrote a special on President-elect Eisenhower's trip to Korea, and produced two programs filmed in Germany -- "Berlin: Window on Fear" and "Road to Spandau."

In 1954 Frank began a long period of experimentation with the weekly half-hour news forum, starting with the "Background" series, which was followed by "Outlook" and finally by the long-running "Chet Huntley Reporting."

He produced the NBC News coverage of the 1956 national conventions and elections, which featured Chet Huntley and David Brinkley and introduced such innovations as an internal wire service carrying all convention news, and a special corps of reporters, each of whom covered a state delegation.

Frank produced the convention coverage again in 1960, adding two other improvements. One was a new control room setup that put newsmen rather than technicians in control of the convention coverage, and the other a Huntley-Brinkley booth that permitted the two newsmen to look directly onto the convention floor.

The coverage of the 1960 conventions and elections won virtually unanimous critical acclaim and attracted audiences as great as those of the other two networks combined.

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For six years, starting shortly after the 1956 conventions, Frank produced not only "The Huntley-Brinkley Report" and "Chet Huntley Reporting" but such specials as "The S-Bahn Stops at Freedom" (divided Berlin), "The Big Ear" (wiretapping), "The World of Inner Space" (peaceful uses of atomic energy), "A Stiff-Necked People" (Israel's 10th anniversary), "The Land" (American farm problems), "The Many Faces of Spain," two Huntley specials on Africa, and three of Brinkley's "Our Man" programs -- on the Mediterranean, Hong Kong and Vienna.

By 1962, Frank was anxious to devote his full time to the production of news specials. He asked to be relieved from "The Huntley-Brinkley Report" and "Chet Huntley Reporting," and in the next few months produced "Clear and Present Danger" (the Cuban crisis), "The Problem with Water Is People," "A Country Called Europe" (the Common Market) and co-produced "A Conversation with the President."

During this period, he also produced "The Tunnel," a 90-minute special chronicling the story of a group of West Berlin students who burrowed 450 feet into East Berlin to rescue 59 men, women and children. The program was unique for the international controversy that preceded it and the extraordinary critical praise that followed it. It won the 1962 Emmy Award for "Program of the Year."

Frank resumed his post with "The Huntley-Brinkley Report" Sept. 9, 1963, when it changed to a half-hour format.

Frank, now 43, is a native of Canada. He attended the University of Toronto and City College of New York, and is a graduate of the School of Journalism at Columbia University. During World War II he served with the U. S. Army for four years in France, Belgium and Germany.

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A writer as well as an editor, Frank has contributed to national magazines, and in 1954 received the Sigma Delta Chi award for distinguished service in the field of newswriting for his script of "The Road to Spandau."

He is married to the former Beatrice Kaplow. The Franks have two sons, Peter, 14, and James, 10, and live in Tenafly, N. J.

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NBC-New York, 10/26/64

JACK TRACY
ROOM 320

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NBC TRADE NEWS

October 27, 1964

VOLUNTEERS FOR JOHNSON-HUMPHREY-KENNEDY BUY TIME PERIOD
ON NBC-TV REGIONAL NETWORK IN N.Y. STATE

Volunteers for Johnson-Humphrey-Kennedy purchased the 1 to 1:30 p.m. (EST) time period Monday, Nov. 2 on an NBC-TV regional network in New York State, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The order was placed through Papert, Koenig, Lois.

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NBC TRADE NEWS

October 27, 1964

NBC HONORS VETERAN WEST COAST EMPLOYEES AT ANNUAL SERVICE AWARDS DINNER

The National Broadcasting Company's Pacific Division Annual Service Awards Dinner was held Oct. 23 in the Crystal Room of the Beverly Hills (Calif.) Hotel.

James W. Summers, a television engineer at NBC's Burbank studios, was the lone employee this year to join the exclusive 40-year membership club.

Five new members were accepted in the 35-year group, while the 10-year membership was augmented by 46 names. Included in this latter category are Casey Shawhan, Director of Press and Publicity, NBC West Coast, and four members of his staff: Bob Bowen, Frank Carroll, Thelma Lewis and Jane Ober.

The complete list of new members and their number of years service with NBC follows:

40-Year Member

James W. Summers

35-Year Members

Sheldon B. Hickox Jr., Alfred H. Korb Sr., John Pawlek, Craig E. Pickett and Robert F. Schuetz.

30-Year Members

Roy C. Fell, Karel E. Pearson, Vincent P. Ryan and Howard Wiley.

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25-Year Members

Ralph F. Clements, Elizabeth H. Fraser, M. Kenneth Moon and Robert L. Morris.

20-Year Members

Roy A. Cheney, Daryl D. McAllister, Thomas C. McCray, Robert E. Packham Jr., Wilber B. Roser, Robert W. Salle, Donald Stanley, Melvin S. Stickles, and Miriam C. Sweet.

15-Year Members

Victor F. Basche, Louis Benvenuto, Marc R. Breslow, Charles L. Cook, Rupert C. Edmondson Jr., Wayne F. Gieseke, Royden E. Holm, Vincent J. Hultman, Quincy E. Huston, Harold E. Jones, Harold F. Kemp, Raphael N. Olsen, Richard T. Pickens, John L. Spence, Walter E. Stafford, Richard C. Welsch and Robert A. Wood.

10-Year Members

William E. Baldry, Harry E. Billheimer, Robert S. Bowen, Raymond J. Brannigan, Clarissa Brown, Roberta Burley, Felix J. Canamar, Frank L. Carroll, Charles Blaine Chisam, William Fenton Coe and Mildred J. Curtis.

Donald I. Davis, Edwin A. Dean, Claud B. Derden, Betty Ann Donnelly, Earl E. Elwood, Robert Lee Firestone, Jack S. Grant, A. John Graves, Julio Huitrado, Bette L. Inman, Thelma Lewis, Carmen M. Lowe and Richard Lutz.

Theodore G. Mann, Gloyd W. McClellan, John M. Moody, Frank Neumeister, Jane W. Ober, Maxine L. Ogle, Leonard M. Reiter, Joe A. Rios, Donald Craig Roberts, John J. Rose, Gustave S. Rothe and Ralph F. (Casey) Shawhan.

Joan Sherman, Loretta M. Skelton, Frank Somr, Hobart G. Stephenson Jr., Kenneth E. Thompson Jr., Richard Thornbury, William A. Trinkley, W. R. Turner, William Renney Walker and Troy Workman.



October 27, 1964

EDUARD FRANZ AND JAMES DALY TO PLAY IMPORTANT ROLES
IN COLORCAST OF 'THE MAGNIFICENT YANKEE'

Eduard Franz and James Daly will play important roles in the television adaptation of Emmet Lavery's Broadway play, "The Magnificent Yankee," to be colorcast Thursday, Jan. 28 on NBC-TV's "Hallmark Hall of Fame" (9:30-11 p.m. EST).

Franz will portray U. S. Supreme Court Justice Louis Brandeis, and Daly will play the famous American author, Owen Wister, in the 90-minute NBC color special, which stars Alfred Lunt and Lynn Fontanne.

"The Magnificent Yankee," a biographical drama based on the life of Justice Oliver Wendell Holmes Jr. and his wife, Fanny Dixwell Holmes, will be the third "Hallmark" presentation of the season.

Eduard Franz appeared regularly last season in the television series, "Breaking Point." Trained in the classical tradition of the theatre, Franz soon will open on Broadway in Edna St. Vincent Millay's poetic drama, "Conversation at Midnight."

Daly's role as Owen Wister will be his first for "Hallmark Hall of Fame" since his portrayal of the title role in the award-winning Hallmark production, "Give Us Barabbas" two seasons ago. A veteran of movies, television and stage, Daly has been seen in such

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outstanding plays as "The Glass Menagerie" and "J. B." and more recently opposite Helen Hayes in "The White House." He is a regular host on NBC Radio's "Monitor."

"Hall of Fame's" next production will be a full-hour color documentary, "The Other World of Winston Churchill," a tribute to the world statesman to be telecast on his 90th birthday Monday, Nov. 30 (10-11 p.m. EST).

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NBC-New York, 10/27/64

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

HUGH DOWNS WILL TOUR AMERICAN BASES IN WESTERN EUROPE
TO FILM 'TODAY' REPORT ON HOW SERVICEMEN
WILL SPEND THANKSGIVING DAY

Hugh Downs will tour American military bases in Western Europe next month to film a report on how members of the U. S. Armed Forces will spend Thanksgiving Day and to interview servicemen who will be on duty away from home on the holiday.

The report will be narrated by Downs, who will also review his tour, as a special Thanksgiving Day program on NBC-TV's "Today" show Thursday, Nov. 26 (7-9 a.m. EST).

Downs will visit the bases, from England to the Mediterranean, Nov. 11-20. He will begin his tour at Brize Norton Air Force Base in England, arriving aboard a Strategic Air Command jet bomber from Pease Air Force Base in New Hampshire. Downs will film interviews with crew members during the flight, and will talk with Air Force personnel at Brize Norton.

Next, he will travel to the U. S. Naval Base in Naples, Italy, to visit sailors and Marines with the Sixth Fleet. Downs will interview sailors and Marines in port, and then fly to other units of the fleet on duty in the Mediterranean Sea.

Finally, Downs will visit U. S. Army personnel with the American garrison in West Berlin and other soldiers training in West Germany. "The purpose of the trip is two-fold," explained Downs. "On the one hand it is reportorial, showing through personal interviews the men who are making sacrifices for the rest of us. But another important purpose is to try to represent Americans from home to these men in expressing gratitude for their selfless service."

-----o----- NBC-New York, 10/27/64



NBC NEWS ELECTION YEAR '64

October 27, 1964

CHET HUNTLEY

NBC News Election Night Co-Anchor Man on TV

One way to get ready for an assignment of reporting Election Night returns is to go to another country and do the job during its elections.

That's the way NBC News correspondent Chet Huntley "warmed up" for his upcoming co-anchor man stint with David Brinkley on Nov. 3. He went to Great Britain and reported up-to-the-minute results of the British elections over NBC via Relay satellite and radio cable.

Fresh from this and from his successful work at the Republican and Democratic conventions, Huntley considers himself "primed" for the bigger election job ahead.

Chet Huntley was born in Cardwell, Mont., on Dec. 10, 1911, the eldest of four children. His father was a railroad telegrapher and the family moved frequently along the route of the Northern Pacific.

Huntley studied at Montana State College and, in 1932, won a national oratory tournament, the prize being a scholarship to the Cornish School of Arts in Seattle. It was there Huntley abandoned an earlier ambition to study medicine and went on to work at speech and drama.

He transferred to Washington University where he won a degree in 1934. His next move was to a Seattle radio station. During the next

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several years, he worked for radio stations in Spokane and Portland, then joined CBS in 1939. For the next 12 years, he covered many top news stories in the Far West, including the United Nations founding in 1945.

In 1951, Huntley moved to ABC and covered stories in Asia and the Middle East. Four years later, he joined NBC News and, within a year, found himself teamed with a young Washington correspondent named David Brinkley.

Together, they anchored the national conventions and elections in 1956 and, as a result, emerged into the most popular news team on the air. In September of the same year, the Huntley-Brinkley duo became a five-night-a-week feature on the NBC-TV Network in a world news roundup that was to capture every major award in its field during the ensuing seven years. The Monday-through-Friday "Huntley-Brinkley Report" was expanded to a half-hour's length in the Fall of 1963.

Since its original melding, the Huntley-Brinkley combination has anchored the 1960 conventions and elections, the off-year elections, the 1964 conventions, and numerous other events of national and international import. Each performance has added to its stature and to that of NBC News.

In addition to the "Huntley-Brinkley Report" and other work on the left side of the hyphen, Huntley labors as a "single" on such NBC News projects as "NBC White Paper," the TV documentary series; NBC Radio's "Monitor," and numerous specials.

Huntley is married to the former Tipton (Tippy) Stringer, a former Washington, D. C., weather girl. He was introduced to her by David Brinkley over a closed-circuit TV line with Chet in New York and Tippy in Washington.

The Huntleys maintain a home in New York and a 150-acre cattle ranch near Flemington, N. J.



NBC NEWS ELECTION YEAR '64

October 27, 1964

DAVID BRINKLEY

NBC News Election Night Co-Anchor Man on TV

Every two years, come election time, David Brinkley is re-united with Chet Huntley in New York, where they share the anchor desk for NBC News' election coverage on NBC-TV. It will happen again Tuesday, Tuesday, Nov. 3.

Otherwise, except for the national political conventions every four years, Brinkley remains in Washington and his contact with Huntley usually is made electronically on the nightly "Huntley-Brinkley Report."

He did get a chance recently to cover the recent election campaign in Great Britain and visited New York after that. But by the time he arrived in New York, Huntley had already left for Great Britain to report the election results.

Brinkley, who has been with NBC News for the past 21 years, was born in Wilmington, N. C., on July 10, 1920. He started in journalism, after high school, on his hometown paper, the Wilmington Star News. He also did a brief stint with United Press before entering the Army during World War II.

After his discharge from the service in 1943, he joined NBC News in Washington. For the ensuing 13 years, he filled various posts with the network bureau there. In 1956 he and Chet Huntley were chosen as anchor men of NBC's coverage of the national elections.

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The Huntley-Brinkley team, with authoritative reporting and wit, won national favor during the 1956 Election Night reports. The following September, they had their own news program on the NBC-TV Network.

"The Huntley-Brinkley Report," with Brinkley in Washington and Huntley in New York, won every major award in its field in its 15-minute format from 1956 to 1963. Last September, the Monday-through-Friday program was expanded to a half-hour.

The Huntley-Brinkley team helped to maintain NBC News' lead in reporting the 1960 national conventions and elections, and again in the network's 1964 convention coverage.

Brinkley also achieved wide popularity as writer and narrator of "David Brinkley's Journal," documentary-type programs on off-beat subjects flavored with Brinkley's "wry and ginger" point of view. As a weekly series during the 1961-62 and 1962-63 TV seasons, it won every major award in its field.

Brinkley is six feet, two inches tall, he weighs 180 pounds and has brown hair and blue eyes. He considers himself above all a reporter, and dodges the role of a celebrity. However, he has not always been able to elude fame. He has received many honors. Six leading educational organizations chose him for the 1964 Golden Key Award, an honor given annually to a citizen who has contributed significantly to the national welfare.

Brinkley is married to the former Anne Fischer. They have three sons: Alan, 14; Joel, 11, and John, 9. The family lives in Chevy Chase, Md., where Brinkley's infrequent spare hours are given over to woodworking and tinkering with hi-fi equipment.

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NBC-New York, 10/27/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

October 27, 1964

JAMES A. FARLEY, GUEST ON FIRST "MEET THE PRESS" TELECAST,
WILL RETURN ON PROGRAM'S 17TH ANNIVERSARY

When former Postmaster General James A. Farley appears on NBC's "Meet the Press" Sunday, Nov. 1, it will be a memorable occasion for him and the program.

Farley, a former chairman of the Democratic National Committee, and Leonard W. Hall, former chairman of the Republican National Committee, will be interviewed two days before Election Day (NBC-TV Network colorcast 6 p.m. EST; NBC Radio Network broadcast 6:30 p.m. EST).

The Nov. 1 program is significant for "Meet the Press," for it will be the series' 17th anniversary telecast. Farley was the guest on the first televised "Meet the Press" program Nov. 6, 1947 -- and was invited back as a guest for the program's 15th anniversary program on Nov. 11, 1962.

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October 28, 1964

24 COUNTRIES ORDER NBC NEWS SPECIAL, 'JOHN F. KENNEDY REMEMBERED,'
FROM INTERNATIONAL DIVISION OF NBC ENTERPRISES

Twenty-four countries have ordered "John F. Kennedy Remembered," on NBC News special, from the International Division of NBC Enterprises, it was announced today by George A. Graham Jr., Vice President in Charge of NBC Enterprises. The special program will be telecast in the United States on the NBC-TV Network Sunday, Nov. 22, 1964 (6:30-7:30 p.m. EST), on the first anniversary of the assassination of President Kennedy.

As many of the ordering countries as possible will show the special at the same time as it is shown here, to pay their own tributes to the late President, Mr. Graham said. Seven countries, Mexico, Sweden, Spain, Germany, Ireland, Poland and Australia, have purchased the program sight unseen.

The orders came from England, Japan, Australia, Poland, Yugoslavia, Malta, Germany, Spain, Norway, Sweden, Austria, Denmark, Mexico, Argentina, Venezuela, Colombia, Belgium, Holland, Switzerland, Ireland, New Zealand, Hong Kong, Singapore, and The Philippines.

Lou Hazam, producer of "John F. Kennedy Remembered," recently won the Golden Gate Award of the San Francisco International Film Festival for the second straight year. Among Mr. Hazam's outstanding documentaries are "Vincent van Gogh: A Self Portrait," "The River Nile" and "Ganges, Sacred River."

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October 28, 1964

NBC ENTERPRISES' INTERNATIONAL DIVISION ENTERS
ALGERIAN MARKET WITH SIX-HOUR SUMMER OLYMPICS
PACKAGE SOLD TO RADIO TELEVISION ALGERIENNE

NBC Enterprises' International division marks its first business transaction with Algeria through Radio Television Algerienne's purchase of a six-hour Tokyo Summer Olympics package, it was announced today by George A. Graham Jr., Vice President in charge of NBC Enterprises.

"The addition of Algeria to NBC Enterprises' list brings to 77, the number of countries, and to approximately 300, the number of television stations with which we deal," Mr. Graham said.

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NBC TRADE NEWS

October 28, 1964

REPUBLICAN NATIONAL COMMITTEE BUYS DAYTIME PERIOD ON NBC-TV

The Republican National Committee has purchased the 3:30-4 p.m. EST period Wednesday, Oct. 28 on the NBC-TV Network, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The order was placed through Erwin Wasey, Ruthrauff & Ryan.

(NOTE: This telecast will pre-empt "You Don't Say!"

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NBC NEWS ELECTION YEAR '64

October 28, 1964

"TODAY" TO ORIGINATE ITS TWO-HOUR NOV. 4 TELECAST
IN NBC NEWS' ELECTION CENTRAL FOR RECAPPING THE
VOTING RESULTS AND INTERVIEWING SOME WINNERS

NBC-TV's "Today" show will move into NBC News' Election Central the morning after Election Day to devote its entire two-hours to a recap of the election results and interviews with winners of some of the New York area's key contests on Wednesday, Nov. 4 (7-9 a.m. EST).

"Today" host Hugh Downs and Jack Lescoulie will be joined by NBC News' correspondents who will analyze the election results.

NBC News' Election Central, where television and radio coverage of the election returns will originate, is the Peacock Studio -- the largest NBC studio in the RCA Building, New York -- which has been completely remodeled for Election Night.

"Today's" cameras will scan the digital display panels that line the two sides of the studio to show the entire election situation, including the popular and electoral votes for President Johnson and Senator Goldwater and recapitulations of Senate, House and gubernatorial results.

The "Today" program thus will provide a review of the election and also cover changes in the results which might have occurred during the night after viewers turned off their sets.

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NBC NEWS ELECTION YEAR '64

October 28, 1964

NBC NEWS RADIO TO FEED LIVE COVERAGE OF U. S. ELECTION RESULTS TO CANADIAN BROADCASTING CORPORATION

NBC News Radio will feed live coverage of the American election results to the Canadian Broadcasting Corporation on Election Night (Tuesday, Nov. 3).

The CBC will take the entire coverage of NBC News Radio, except commercial announcement spots and periodic local cutaway segments. The coverage will be fed to the 25 basic CBC outlets, 60 affiliates and 100 low-power relay stations.

The agreement to provide complete coverage to all of Canada was announced by Russell C. Tornabene, executive producer of NBC News' election coverage on radio.



NBC NEWS ELECTION YEAR '64

October 28, 1964

'CAMPAIGN AND CANDIDATES' SERIES NOV. 1

Reports on Last-Minute Activities of Presidential Candidates And
On Key Congressional and Gubernatorial Races to Be Telecast

A last-minute look at the 1964 Presidential campaign and a summary of the important Congressional and gubernatorial races will highlight the eighth and final pre-election program of NBC News' "Campaign and the Candidates" series on NBC-TV Sunday, Nov. 1 (6:30 to 7:30 p.m. EST). Chet Huntley and David Brinkley will be anchormen for the program, which will originate in NBC News' Election Central, New York.

NBC News will telecast a special post-election program evaluating and analyzing the election results on the NBC-TV Network Wednesday, Nov. 4 (11:30 p.m.-12:30 a.m. EST).

The Nov. 1 program will include a rundown of how each of the 50 states is expected to vote in the Presidential race.

There will also be special reports on the last-minute activities of President Johnson and Senator Goldwater by NBC News correspondents Robert Goralski and Robert MacNeil, respectively, who have been covering the Presidential candidates.

(more)

NBC News correspondents Frank McGee and Edwin Newman will report on key Congressional and gubernatorial contests, respectively. John Chancellor, who will be the Electronic Vote Analysis reporter during NBC News' Election Night television coverage, will explain how the RCA computers will make projections in all significant races and analyze the election results.

NBC News' Election Night coverage Tuesday, Nov. 3, will begin on the NBC-TV and NBC Radio Networks at 7 p.m. EST.

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NBC-New York, 10/28/64

October 28, 1964

HEADLINE CAST ANNOUNCED FOR 'PROFILES IN COURAGE'

DRAMA ON 1833 SCHOOL INTEGRATION IN NEW ENGLAND

Janice Rule, John Ericson, King Donovan, Ken Lynch, Robert F. Simon and Ena Hartman (an NBC talent discovery) have been signed by producer Gordon Oliver for "The Prudence Crandall Story" on NBC-TV's "Profiles in Courage" series produced by Robert Saudek Associates. Alexander Singer will direct the Andy Lewis TV play dealing with efforts to integrate a New England private school in 1833.

(Air date will be announced for this drama in the NBC-TV series starting Sunday, Nov. 8, 6:30-7:30 p.m. EST.)

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NBC NEWS ELECTION YEAR '64

October 28, 1964

FRANK McGEE

NBC News Election Correspondent

It is characteristic of NBC News correspondent Frank McGee that when a major reporting task has to be done he is one of the most logical and dependable men for the job. It happened again, during NBC News' planning for the 1964 election coverage. The 35 Senatorial races and the contests for 435 House seats could be covered only by a newsman with wide experience and the judgment and ability to interpret results accurately. The choice once more, Frank McGee.

Twice this year McGee has been one of NBC's convention floor reporters, at the Republican sessions in San Francisco and the Democratic meetings in Atlantic City. Other important assignments since the conventions have included his role as anchor man of a special program on the Warren Commission Report.

But demanding assignments seem to follow the sound-thinking, resourceful Oklahoman as the news unfolds, month by month and year by year at NBC News. In 1952 he operated as a one-man department for an Oklahoma radio station, the year he covered his first national political convention.

Recognizing the story, getting it, and reporting it eloquently under pressure is McGee's stock in trade, a talent developed over nearly two decades as a newsman before the microphone and camera.

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McGee was born in Monroe, La., Sept. 12, 1921, and spent his early years in the oil country of his native state and Oklahoma. He attended high school at Norman, Okla., and had planned to enroll in the University of Oklahoma there. But because a friend had joined the Oklahoma National Guard, McGee followed. This was in 1940, and, for the next five years, he was in the Army.

In 1941, he married his high school sweetheart, Sue Beaird. A daughter, Sharon, was born the following year.

Discharged in 1945, McGee and his family settled in Berkeley where he entered the University of California. After a year, the McGees returned to Norman and he enrolled in several classes at the University of Oklahoma, while working part-time at Radio Station KGFF in Shawnee, Okla.

Between 1946 and 1950, McGee held several jobs. In 1950 he was at WKY and WKY-TV in Oklahoma City. It was in this year his son Michael was born.

At WKY-TV, McGee gathered and broadcast news, took news film, edited film, wrote scripts and "put the show on the road."

His taking a position with WSFA-TV in Montgomery, Ala., in 1955 was timely. Two months after he had begun work, Montgomery made national headlines as racial friction erupted into violence.

McGee won national recognition reporting the strife for NBC-TV and his work prompted NBC News to hire him in 1957 for a post in Washington. During 1958 and through 1960, McGee served as anchorman on several special news programs. He was moderator of the second "Great Debate" between Vice President Nixon and Senator Kennedy and a panelist on the third "Great Debate."

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His news work earned him a Headliner Award from the National Headliners Club in 1958 and a Robert E. Sherwood Award in 1959, given by the Fund for the Republic.

In 1960 the Gulf Oil Corporation signed with NBC to sponsor fast-breaking, unscheduled news specials, and McGee was chosen as anchor man. In the numerous "Instant Specials" since then, McGee has proven himself one of the most cool-headed and facile broadcast newsmen.

McGee displayed another facet of his talent during the orbital flight of Lt. Col. John H. Glenn Jr. He was on the air for 11 and one-half hours that day, ate no food, drank some coffee and water, and managed to use just about every fact he had uncovered in two months of preparation for that event.

His preparation for coverage of the 1964 conventions was no less extensive. It also included a credo:

"A newsmen in any medium has no business being partisan during working hours. I've taken some pride in the fact that I've been castigated by Republicans for my work during the Democratic conventions, and walloped by the Democrats for my reporting during the Republican conventions. Every partisan has a right to feel that the shadow of a doubt cast on his political conventions is an insult. But no newsmen worth his salt can ignore shadows and doubts based on objective fact. Unless the newsmen gets accused of favoring both sides, he's in trouble."

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NBC-New York, 10/28/64



NBC NEWS ELECTION YEAR '64

October 28, 1964

— FROM CRACKER BARREL TO FINAL RETURNS —

— - -
By Frank J. Jordan

— Manager, Election Planning, NBC News —

You are John Q. Citizen.

Your home may be in Kokomo, Indiana, or Derby Line, Vermont -- or in any community where you may exercise the priceless privilege of choosing the men who will govern you. You may have known, months ago, how you would eventually vote. Or you may not have resolved the problem in your own mind. In either case, you could have been found near whatever serves as a modern cracker barrel -- your local grange, your luncheon club, or a commuter train, exchanging opinions and evaluating issues with your neighbors.

NBC News began to prepare for its coverage of this year's elections as far back as a year ago, when you were first beginning to think seriously about political matters. The network's corps of political scientists, sociologists and economists wanted to know, even then, how you would be likely to vote. The information was necessary, because in this age of advanced technology, science has made it possible, through the use of highly sophisticated computers, to project the vote and to provide analysis of the voting minutes after the returns are recorded.

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The circuitous course from cracker barrel to final returns has many hairpin curves and detours. But its ultimate destination is a synthesis between the political behavior of the American electorate and the widely diversified factors that shape it.

As John Q. Citizen, you were one of millions of voters subjected to this exhaustive research. Your economic status was important, as was your past record of voting, reflected in election patterns in your precinct, county and state. You were likely to be influenced by ethnic considerations, your educational background, your occupation, your urban or rural environment. NBC carefully weighed these factors in assessing your prior judgments and political inclinations.

But, as the candidates were nominated, the issues identified and the campaigns launched, certain key issues escalated in importance, others became less critical. Your voting attitude, among others, may have slanted away from original motivations.

If your home is in a key precinct, NBC has been keeping a weather eye on that precinct for changes that could conceivably change its character and, subsequently, its political behavior. A decline in major industrial supports, for instance, might convert a prosperous precinct into a depressed area. If this happened in your precinct, NBC's research team would be interested in the political consequences.

As Election Day neared and your voting preferences were becoming crystallized, NBC News' staff of election specialists were carefully documenting this information and storing it in the computers for future use in projecting and analyzing the voting on Nov. 3.

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You may have wondered whether the position of primacy given to computer systems in this election is really merited. At NBC News this is hardly debatable. Without our sophisticated computer complex we would have been able to accumulate only a fraction of the tremendous volume of data that computers are equipped to handle, and we would have lacked the means to store it scientifically so that it would be instantly available.

NBC News uses not one, but two systems to project election results and two systems to analyze the voting. The second projection system is unique. It is based on a running examination of the actual county-by-county vote in your state from as many as 50 different viewpoints -- age, education, urban vis-a-vis rural areas, income, etc. It was this highly developed system that enabled NBC News to report the California primary with great accuracy.

It is this watchful eye that follows you and your fellow citizens right up to Election Day. Not only the conditions that, in your precinct, remain static, but every factor that might lend impetus to change is examined, categorized, and stored away in a "memory location" of one of the seven RCA computers that will see action on Election Night. This memory location, or "bucket" -- in the lexicon of computer programmers -- will digest the information it receives, relate it in any way it is asked to its particular context, and produce the answers when questioned. No "bucket" will accept data that doesn't relate to the category of information for which it is reserved.

When you enter the election booth and pull the levers or mark the ballot for the candidates of your choice you will be releasing the power to set this electronic process in motion. Your vote will trigger

(more)

a mighty complex of men and machines, will set wires crackling across the country. And all of this massive effort is directed toward one target -- the television receiver in your home.

You might want to ponder this -- if the election telecast were to remain on the air only five minutes, it would already have required the dedicated effort of more than 10,000 skilled specialists. It would have demanded the faultless, mathematically precise operation of a battery of computers valued in the millions and costing many more millions and years of technological genius to design and build.

At 7 p.m. (EST) or thereabouts, on Election Night, as you dial to your NBC-TV station, RCA computers will be absorbing election returns for you at the rate of 200,000 votes a minute. These returns will be flashed to you with such unprecedented speed and accuracy because of NBC News' precision planning for gathering the vote.

Shortly after you cast your vote, if you live in one of the 2,941 "key precincts," covering all of the states, or in one of the 2,076 "tag precincts," divided among 30 states, an NBC reporter will pick up your vote and phone it to an NBC regional center. There are four of these focal points, in New York, Atlanta, Chicago and San Francisco. Then, via teletype lines, your vote will be sent to the computers in NBC's Election Central, New York.

If your home is not in one of these "key" or "tag" precincts it will be picked up by a reporter for the NES (National Election Service), which conveys the vote returns to the three major TV networks, the Associated Press and United Press International.

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Your vote will be transmitted immediately to a state tabulation center, to be picked up by NBC and phoned to the network's regional center. From there it will be forwarded by teletype lines to the computers in New York.

Finally, when the results become known and the reasons why the American electorate voted as it did have been explained, you may recall to memory that early cracker barrel period when all the factors that might have influenced your voting were studied, recorded, and stored away by NBC News for use on this eventful night.

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NBC-New York, 10/28/64

JACK TRACY
ROOM 320

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NBC TRADE NEWS

October 29, 1964

POLITICAL PURCHASES ON NBC-TV AND NBC RADIO, AS WELL AS CHANGES
IN PREVIOUSLY ANNOUNCED CAMPAIGN SPONSORSHIPS, ARE ANNOUNCED

Political purchases on NBC-TV and NBC Radio, as well as changes in previously announced political sponsorships, were announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The National Goldwater-Miller Committee, through P. R. Counsellors, purchased on the NBC-TV Network the 11:15-11:30 p.m. EST time period tonight (Thursday, Oct. 29) and tomorrow (Friday, Oct. 30), preempting that "Tonight" show segment; also, the 2-2:30 p.m. EST time period Friday, Oct. 30 preempting "Loretta Young Theatre," and the 10:30-11 p.m. EST period Monday, Nov. 2, preempting part of the "Alfred Hitchcock Presents" time spot.

The Democratic National Committee, through Doyle Dane Bernbach, originally purchased the full 10-11 p.m. EST time period of Monday, Nov. 2 on the NBC-TV Network, as previously announced, and has reduced its order to the first half-hour, 10-10:30 p.m. EST.

The International Ladies Garment Workers 1964 Campaign Committee, through Furman, Feiner & Company, purchased on NBC Radio a New York State Regional Network 8:05-8:30 p.m. EST tonight (Thursday, Oct. 29). Canceled is the previously announced Volunteers for Johnson-Humphrey-Kennedy purchase of the 1-1:30 p.m. EST time period Monday, Nov. 2, on an NBC-TV regional network in New York State.

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NBC NEWS ELECTION YEAR '64

October 29, 1964

INTERVIEWS WITH VICE PRESIDENTIAL CANDIDATES AND NATIONAL CHAIRMEN
OF MAJOR PARTIES HIGHLIGHT 'TODAY' ELECTION WEEK PROGRAMMING

NBC-TV's "Today" show will focus on the national election next week.

The two major Vice Presidential candidates will be interviewed Nov. 2 and the Democratic and Republican national chairmen Nov. 3. "Today" will devote its entire program Nov. 4 to recapping the election results.

Another "Today" highlight for the week of Nov. 2-6 (Monday through Friday, 7-9 a.m. EST) will be a two-hour musical salute to Duke Ellington (Nov. 5) with Ellington and his orchestra and singers Ella Fitzgerald and Terri Thornton as guests.

The daily listing of program features follows:

Monday, Nov. 2 -- Senator Hubert H. Humphrey, the Democratic Vice Presidential candidate, and Representative William E. Miller, the Republican Vice Presidential candidate, will be interviewed separately (in Washington, D.C.) during the program's 7:30-8 a.m. EST segment. Other "Today" guests include NBC News correspondent Aline Saarinen, who will explain how to bid at auctions, and novelist Laura Z. Hobson, who will talk about her new book, "First Papers."

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Tuesday, Nov. 3 -- John M. Bailey, chairman of the Democratic National Committee, and Dean Burch, chairman of the Republican National Committee, will be interviewed separately (in Washington, D.C.) during the 7:30-8 a.m. EST segment. Other "Today" guests will include Cecil Beaton, costume designer for the movie, "My Fair Lady," and New York Herald Tribune entertainment critic Judith Crist.

Wednesday, Nov. 4 -- The "Today" show will originate in NBC News' Election Central for a two-hour recap of the election results, including an analysis of the election by NBC News correspondents and interviews with the winners of some of the key local contests in pickups from across the country.

Thursday, Nov. 5 -- Duke Ellington and his orchestra, and singers Ella Fitzgerald and Terri Thornton, will offer music by Ellington during a two-hour musical salute to "The Duke." This will be the first extended performance by the Ellington band on network television, and will feature many musicians who have been with Ellington over the years.

Friday, Nov. 6 -- Guests will include Wahoo McDaniel, New York Jets' football star; novelist Emily Kimbrough and Robert Saudek, executive producer of NBC-TV's new series, "Profiles in Courage," based on the Pulitzer Prize-winning book by the late President John F. Kennedy. The series of 26 full-hour dramas will premiere Sunday, Nov. 8 (6:30-7:30 p.m. EST).

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NBC-New York, 10/29/64



NBC NEWS ELECTION YEAR '64

October 29, 1964

— A NEW MAP OF THE U.S.—FOR ALL TO SEE ON NBC-TV NOV. 3 —

— - -
By William R. McAndrew

Executive Vice President in charge of NBC News

On the night of Nov. 3, more than 80,000,000 Americans will witness the unveiling of a brand new map of the United States on NBC-TV. They will find that it is different, strange and more accurate than any they've seen before.

The new map has been drawn by the political reporters and researchers of NBC News. It has been designed to show how the country IS politically, not how it WAS in all our outdated ideas. It is based on more than a year of intensive research and no preconceived notions.

In our new map, there is no Middle West (there is none in Political America anymore); there is no Solid South (its solidity has been fractured for 12 years); and the Border States truly form a border.

To draw our map, we carefully selected a highly qualified task force of more than 25 political scientists, sociologists, historians and economists. Their assignment: to explore the political attitudes of Americans by studying them separately as small, segmented groups against the moving facade of our changing society. Only this method would enable us to project on Election Night the most realistic

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explanation of why people in many areas, impelled by many widely varying motivations, vote as they do.

To achieve maximum accuracy, this exhaustive study had to examine every visible factor likely to influence the voter. Shifting courses resulting from population expansion, growing technological awareness, new agricultural and industrial goals, the influence of organized labor, racial and ethnic considerations, religion and traditional political behavior would be among the primary guidelines.

This new analysis of our political attitudes, predicated on the changes in our society in the 50s and 60s, should make a timely and useful contribution to political science studies in our colleges and universities.

Our thinking led us first to discard many outdated notions about political patterns in this country. As we progressed, it led us to scrutinize closely and to reject ultimately many re-evaluations not based on scientific research.

The new map we evolved divides the country into New England, the Middle Atlantic States, the Midwest Farm Region, the South, the Mountain and Desert area and the Pacific Coast.

From this broad base, we proceeded to subdivide still further. We separated the South into three subdivisions -- the Deep South, with its theoretical bond to traditions; the New South, becoming alert to modern industrial development and the uses of science; and the Border South.

By separating what many have thought to be a homogeneous Middle West into two parts -- a Midwest Farm Region and a Great Lakes Industrial Region, we by-passed conventional thinking. In the Midwest

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Farm area, the Dakotas, Nebraska, Minnesota, Kansas and Iowa are among the 12 most productive farm states. But five Midwest states -- Illinois, Indiana, Ohio, Michigan and Wisconsin -- are among the 12 most highly industrialized states. It follows that these two widely differing groups cannot be linked together for political study.

In New England, our map reorientation again runs contrary to conventional judgments. We no longer view the upper tier -- Maine, New Hampshire and Vermont -- as far more conservative than southern New England. Androscoggin County, Maine, is one of the 45 most Democratic counties in the country. Senator Muskie of Maine and the governors of Vermont and New Hampshire are Democrats.

The new grouping of Midwest Farm states also revealed that these states, far from being rock-ribbed conservative and devotees of laissez faire, are becoming apprehensive about price supports and are sensitive today to foreign policy issues. This is less perceptible in the down-state farm regions of the more urbanized Midwest states, due perhaps to their proximity to the South and their traditional "rugged individualism."

The volatile South demanded a new appraisal and a breakdown into separate "Souths." Therefore, we created a grouping called the "Deep South" and included South Carolina, Georgia, Alabama, Mississippi and Louisiana. But here, too, further study reveals new political attitudes -- as, for example, a growing respect for law enforcement.

In our "New South" category, encompassing Virginia, North Carolina, Tennessee, Florida, Arkansas and Texas, we see portents of political shifts due, in part, to status and achievement motivations.

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Here liberal attitudes are clearly visible, for instance, in the pressures put upon Governor Faubus to campaign vigorously to defeat Winthrop Rockefeller in Arkansas.

It is also significant that Texas, with one Republican Senator, twice voted for Eisenhower; that Virginia and Florida have sided with the GOP in the last three national elections. Long County, Ga., went 76.4 percent Republican in 1960; Winston County, Ala., voted GOP 67.1 percent; and Hinds County, Miss., which includes Jackson, favored Nixon by granting him 65 percent of the vote.

Texas, as verified by our research, is a state of bizarre contrasts. While Bexar County, which includes San Antonio, showed an increase in its Democratic vote of 62 percent between 1956 and 1960, there were pluralities for Nixon of 60,000 votes in Dallas and 20,000 in Houston in the 1960 election. Returns on election night will be analyzed largely on what happens in Dallas and Houston, with a sharp eye on the San Antonio area.

As one of our team of political scientists has explained, the only way to understand how many and what kinds of ingredients are baked in a pie is to cut it up into infinitely small pieces and study each piece.

It has required many months of intensive research to analyze the American political pie. We hope that it will enable us to provide our millions of viewers with a rational, well documented explanation of what happens on Nov. 3.

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NBC-New York, 10/29/64



NBC NEWS ELECTION YEAR '64

October 29, 1964

EDWIN NEWMAN

NBC News Election Correspondent on TV

The credits of NBC News correspondent Edwin Newman, who will cover the gubernatorial races for NBC-TV on Election Night (Nov. 3), list among his most recent contributions to the network's election year coverage his work as one of the four floor reporters at the Republican and Democratic conventions.

But viewers can recall many other outstanding reporting feats leading to this important Election Night assignment.

Since he first became associated with NBC News in London 14 years ago, he has compiled one of the most impressive travel records in the industry. As an NBC News correspondent, he has covered important stories in 25 countries. In 1961 he won an Overseas Press Club Award for his reporting from abroad.

Newman has covered London, Paris and Rome for NBC News. His many assignments have also taken him to other European capitals, as well as to Africa, the Middle East, the Far East, Iceland and Bermuda. He estimates that he has flown well over 150,000 miles and has crossed the Atlantic a score of times in his many NBC assignments.

Newman is seen as Special Features Editor on "Sunday," the NBC News magazine-format television program, in addition to his many

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assignments on NBC News specials. He was commentator on the NBC News special, "Orient Express," which followed the historic train on its many travels, and was seen in the full-hour special, "Edwin Newman at the World's Fair." He is also seen frequently on "Meet the Press."

In the Fall of 1960, Newman was assigned to Europe as head of NBC News' Paris bureau, returning in 1961 to work on special news programs. He was anchor man for several "JFK Reports." Except for occasional special assignments abroad -- as a key member of NBC News' team covering President Kennedy's trip to Europe, and filming specials in Japan and Europe -- Newman has been based in New York since his return in 1961. He was a regular member of the "Today" staff for several months.

New York-born Newman graduated from the University of Wisconsin in 1940, and did graduate work in American Government at Louisiana State University. He began his journalistic career in 1941, working for INS and UP in Washington. He entered the Navy in 1942. After his discharge in 1945 as a lieutenant, Newman returned to Washington to work for UP again and, later, for Dear Publications. In 1947 he joined Eric Sevareid's staff at CBS in Washington.

He began to do special work for NBC News in London in 1950, and from 1951 to 1952 also worked for the Marshall Plan. He joined NBC News full-time in London in 1952.

Newman is also a prolific writer, and has contributed to the Atlantic, Harper's, the New York Times Magazine and the Reporter, among others.

He lives in Manhattan with his wife, the former Rigel Grell, whom he met in London. They have a daughter, Nancy, 18.

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NBC-New York, 10/29/64

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

October 30, 1964

NATIONAL TV GOLDWATER-MILLER COMMITTEE BUYS

NIGHTTIME HOUR OCT. 31 ON NBC-TV

The National TV Goldwater-Miller Committee purchased the 8-9 p.m. EST time period Saturday, Oct. 31 on the NBC-TV Network, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The purchase was placed through P. R. Counsellors, Hollywood.

(NOTE: This telecast will pre-empt "Mr. Magoo," usually broadcast 8-8:30 p.m. EST, and "Kentucky Jones," usually broadcast 8:30-9 p.m. EST.)

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October 30, 1964

AFL-CIO COMMITTEE ON POLITICAL EDUCATION BUYS
NIGHTTIME PERIOD NOV. 2 ON NBC RADIO

The Committee on Political Education of the AFL-CIO purchased the 7:45-8 p.m. (EST) time period on the NBC Radio Network Monday, Nov. 2, it was announced today by Ernest Lee Jahncke Jr., Vice President, Political Broadcast Unit, National Broadcasting Company.

The order was placed through Furman, Feiner & Company.

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NBC NEWS ELECTION YEAR '64

October 30, 1964

NBC NEWS' TV AND RADIO COVERAGE OF NATIONAL ELECTIONS
TO START AT 7 P.M. EST NOV. 3 AND CONTINUE
UNTIL ALL MAJOR RACES ARE DECIDED

NBC News' coverage of the 1964 elections Tuesday, Nov. 3

will begin at 7 p.m. EST on the NBC-TV and NBC Radio Networks, and will continue until all of the major races -- Presidential, Senatorial, gubernatorial and House contests -- have been decided.

The television coverage will follow directly the "Huntley-Brinkley Report" (6:30-7 p.m. EST), which will originate that night in NBC's Election Central, New York -- the hub of a nationwide reporting operation involving more than 10,000 persons and a multi-million dollar computer system. Early election results will be presented on the "Huntley-Brinkley Report."

NBC News will project winners in the major contests and analyze the results on the basis of an unprecedented amount of data supplied by NBC's "Electronic Vote Analysis," which utilizes a bank of seven RCA computers.

Chet Huntley and David Brinkley will be the anchor men for the television coverage, and Russ Ward the anchor man for the radio coverage.

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FROM THE NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York, N. Y. 10020

October 30, 1964

BOB HOPE HONORED WITH SPECIAL PLAQUE
FROM WILL ROGERS MEMORIAL COMMISSION

NBC-TV star Bob Hope received a special plaque from the Will Rogers Memorial Commission in Tulsa, Okla. last night (Oct. 29) as "the one humorist who comes closest to filling Will Rogers' shoes."

The presentation, made at the close of the Tulsa Center benefit show for the University of Oklahoma, marked the first time the commission has honored any person other than Will Rogers, the Oklahoma humorist who was killed in a plane crash in Alaska in 1935.

The plaque was designed by noted Cherokee Indian sculptor Willard Stone in the shape of a coyote paw and bears a likeness of Rogers.

The inscription reads: "In Will's footsteps. Bob Hope, symbolizing the spirit of Will Rogers in Oklahoma State and throughout the nation, is a personality who comes closest to Will's image than any other humorist."

The plaque was presented to Hope by the sculptor and Will Rogers Jr., who flew in for the event from his home in Beverly Hills, Calif.

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October 30, 1964

'THE HANGED MAN,' TWO-HOUR COLOR FILM WITH CAST OF STARS,
TO HAVE WORLD PREMIERE ON 'WEDNESDAY NIGHT AT THE MOVIES'

"The Hanged Man," a suspense feature with the New Orleans' Mardi Gras as its backdrop, will have its world premiere on "Wednesday Night at the Movies" Nov. 18 (NBC colorcast, 9-11 p.m. EST).

Starred in the color film are Edmond O'Brien, Vera Miles, Robert Culp, J. Carroll Naish, Gene Raymond, Norman Fell, Brenda Scott, Pat Buttram, Edgar Bergen, Archie Moore, and Randy Boone. Also featured are the Stan Getz Quartette and singer Astrud Gilberto.

Based on the novel, "Ride the Pink Horse" by Dorothy B. Hughes, it is the second of two two-hour films produced by Universal Pictures for world premieres on "Wednesday Night at the Movies" during the current TV season. The first, "See How They Run," was colorcast Oct. 7.

In the story, Harry Pace (Culp) sets out to avenge the murder of Whitney Devlin (Raymond), a close friend he believes was killed by union boss Arnie Seeger (O'Brien). Along the way, Pace meets Seeger's unhappy wife (Miss Miles) who confesses her love for his late friend. Together they form a scheme to blackmail the union czar

(more)

with evidence that he has been mishandling union funds. When Pace puts the squeeze on Seeger, it's a cue for everyone to get together amid the color of the Mardi Gras, an affair that holds more than its share of surprises.

"The Hanged Man" was produced by Ray Wagner and directed by Donald Siegel. The screenplay was written by Jack Laird and Stanford Whitmore.

— NBC-TV PROGRAM HIGHLIGHT NOV. 18 —

WEDNESDAY NIGHT AT THE MOVIES: "The Hanged Man"

(world premiere of two-hour color film) -- A man sets out to avenge the murder of his friend and the path leads to the New Orleans Mardi Gras.

Stars are Edmond O'Brien, Vera Miles, Robert Culp, J. Carroll Naish, Gene Raymond, Norman Fell, Brenda Scott, Pat Buttram, Edgar Bergen, Archie Moore and Randy Boone.

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NBC-New York, 10/30/64



October 30, 1964

CONNIE FRANCIS TO BE SPECIAL GUEST STAR OF
'THE JONATHAN WINTERS SHOW' MONDAY, NOV. 9

Connie Francis, motion picture, recording and nightclub star, will be the special guest star on NBC-TV's "The Jonathan Winters Show" to be colorcast Monday, Nov. 9 (9-10 p.m. EST).

Miss Francis, who has eight gold records (each signifies the sale of more than a million copies) to her credit, will sing a medley of songs in "A Salute to Cole Porter."

As previously announced, Mickey Rooney and dancer Noelle Adam will be guest stars on this colorcast, the first of six full-hour Winters specials.

The programs will be produced by Perry Cross and directed by C. W. Christenberry Jr.

— NBC-TV PROGRAM HIGHLIGHT NOV. 9 —

THE JONATHAN WINTERS SHOW: Mickey Rooney and Noelle Adam will be guest stars and Connie Francis is special guest star on the first of six Jonathan Winters comedy specials. (Color.)

NBC-TV NETWORK PROGRAM

STELLA STEVENS JOINS STAR LINEUP FOR
BOB HOPE-CHRYSLER COMEDY SPECIAL

Stella Stevens has joined the guest star lineup for "Chrysler Presents A Bob Hope Comedy Special" Friday, Nov. 20 (NBC-TV, in black and white, 8:30-9:30 p.m. EST).

As announced, Richard Chamberlain, Annette Funicello, Trini Lopez and special guest Donald O'Connor also will be headliners for Hope's second variety hour of the season. Les Brown and his Band of Renown will supply the musical backgrounds.

Miss Stevens, who has been described as "the most natural comedienne to arrive in Hollywood in 10 years," was born in Mississippi. Her screen test at 20th Century-Fox was the reward for her starring role in a Memphis (Tenn.) State University production of William Inge's "Bus Stop." Her screen credits include "The Courtship of Eddie's Father," "Li'l Abner," "The Nutty Professor" and "Too Late Blues," among others, and her TV credits include a "G-E Theatre" production of William Faulkner's "The Graduation Dress," and a five-episode role in the "Ben Casey" series.

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NBC-New York, 10/30/64



NBC NEWS ELECTION YEAR '64

October 30, 1964

ROBERT NORTHSCHILD

General Manager of NBC News, Supervising
NBC's Election Coverage

When the curtain rises on the last act of this dramatic election year on the evening of Nov. 3, Robert Northshield of NBC News will be in the position of a producer determined to bring his suspenseful play to a satisfying finale.

As General Manager of NBC News, supervising NBC's convention and election coverage, Northshield has managed his cast of newsmen, cameramen and technicians so adroitly that the NBC election year production has been rewarded with gratifying audience response.

Taking big jobs in stride is no new experience for Northshield. His monumental task of organizing the 1964 political coverage began with the primary elections. In the Oregon primary of May 15, at his direction, NBC News declared New York Governor Rockefeller the winner at 11:01 p.m. (EDT) -- one minute after the polls had closed, and when only one percent of the vote was in. Northshield also gave the go-ahead signal for a "flashcaster" bulletin at 11:46 p.m. that correctly placed the order in which the candidates would finish,

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with their vote percentages. Senator Goldwater was listed in third place, although at the time of this projection he was running fourth.

In the California primary, Northshield resisted the television industry's competitive pressure to score a beat with an early projection, and waited for the conclusive figures. He won the plaudits of the TV critics. "It is hard to challenge the wisdom of NBC in choosing to be careful rather than early," one said. "NBC had the honesty and dignity and calm restraint not to seek all its journalistic exercise jumping at conclusions," another wrote.

Northshield's last major project before he was elevated to General Manager last October was co-producing "The American Revolution of '63," the only three-hour planned news special in network television to date. This unprecedented program -- telecast on NBC Sept. 2, 1963 -- presented a comprehensive examination of the history of the civil rights movement in the United States. It received 10 major awards, including the George Foster Peabody Award for television education and the American Jewish Committee's Human Relations Award for Mass Media. Among the organizations honoring it were the American Civil Liberties Union, National Association for the Advancement of Colored People, National Conference of Christians and Jews, and Sigma Delta Chi, the professional journalism society.

Northshield produced for the "Ford Startime" series on NBC-TV before he joined the network in May, 1960. He was producer of the "Today" program until January, 1961, when he became an NBC News producer. He returned to "Today" as producer from July, 1961 to July, 1962.

His credits as an NBC News producer include more than a score of special programs. Among them were such "hard news" specials

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as three of the "JFK Report" series, "The Trial of Adolf Eichmann," and five specials covering integration developments at the University of Mississippi. In the documentary field, he has covered many diverse areas of today's world. For example, "The Chosen Child" was a sensitive study of child adoption, "An Experiment in Excellence" examined new techniques in education, "The Making of a Pro" pinpointed the role of the quarterback in professional football, and "The Art of Collecting" explored several of the nation's great private art collections. "An Experiment in Excellence" won a 1964 National School Bell Award for distinguished interpretive reporting on education.

Northshield's career in television began at CBS where, from 1953 to 1958, he was associated with a number of television productions, notably the "Adventure" series which he produced for two years. He also produced the "Seven Lively Arts" program for more than a year. From 1958 to 1960 he produced several public affairs programs at ABC.

Northshield, known to his friends and associates as "Shad," was born in Oak Park, Ill., and grew up in Chicago. He received a bachelor of science degree in chemistry from Knox College in Galesburg, Ill. His diploma was delivered to him in a foxhole in Germany, where he was fighting with the Infantry in 1944.

When the war ended, he did graduate work at Northwestern University and the University of Chicago, studying English, anthropology and art. In 1946 he joined the Chicago Sun as a reporter, remaining with the newspaper when it became the Chicago Sun-Times. He was picture editor and columnist before joining CBS in 1953.

Northshield is 41. He is married to the former Jane Lewis of Grand Rapids, Mich. They live in Croton-on-Hudson, N. Y., with their four sons, Ngoan, 21; Joe, 14; John, 11, and Sam, 6.

